

# MUSTANG DAILY

California Polytechnic State University San Luis Obispo

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Thursday, April 25, 1991



HANS HESS/Mustang Daily

David Kapic casts his vote.

## Kapic wins by 300 votes in runoff election

By Jason Foster  
Editorial Staff

ASI Community Relations executive Dave Kapic won the runoff election for ASI president against incumbent Adam Taylor, ASI Elections Committee Chairman Bob Walters said. Kapic received 1,485 votes, Taylor got 1,168.

Walters said the Elections Committee will accept these results despite a formal complaint by Taylor, who claims a Cal Poly administrator may have attempted to improperly influence voters in this year's election.

Results from last week's election were put forward for approval at Wednesday night's ASI Board of Directors meeting. Election results become official if they are approved by the board.

The runoff election results will be brought before the board for approval next week. Election results can be nullified by recommendation of the Elections Committee and a 2/3 majority vote by the board.

"I'm really happy with the voter turnout," an exhausted Kapic said Wednesday evening. "I'm just happy to have the support I have."

Kapic said earlier that he had become "emotionally drained" because of the fallout of Taylor's complaint.

Taylor requested Walters and the Elections Committee to investigate an allegation involving Athletic Director Ken Walker and the Athletic Department.

See ELECTION, page 10



HANS HESS/Mustang Daily

Adam Taylor prepares to cast his vote.

## CSU vote raises pay, eyebrows

By Jason Foster  
Editorial Staff

The California State University Board of Trustees' decision to boost the chancellor's pay and increase the salary range for CSU presidents despite the current budget crisis has brought heated criticism from staff and student representatives.

During their April 4 meeting, the trustees decided to increase the chancellor's salary from \$149,000 a year to \$175,000 annually, effective when Barry Munitz assumes the post on Aug. 1.

In light of the \$400 million shortfall facing the CSU, this raise has greatly upset Brian Young, director for the 13,000-member CSU division of the California State Employees Association (CSEA).

"The chancellor will receive

a raise of \$26,000. This is greater than the average yearly salary of the CSU employees we represent," Young said in CSEA statement dated April 4. "At the same time, staff and faculty are being dumped on the street and students are facing a 20 percent increase in fees."

The increase stirred the same feelings in Cal Poly ASI President Adam Taylor.

"I don't see how they (the trustees) can justify the raise when everyone else is taking cuts," Taylor said Tuesday.

Colleen Bentley-Adler, manager for media relations for the CSU Chancellor's Office in Long Beach, said that the trustees are aware of the severity of the budget situation. However, because the CSU is getting a new chancellor, she said now is the time to bring the position's salary up to

a nationally-competitive level.

"The trustees have felt the chancellor has been historically underpaid in comparison to other (administrators of other universities)," she said. "This is the largest institution of higher education in the country (20 campuses and 390,000 students). The trustees feel he should be adequately compensated."

In comparison, a spokesperson for the University of California said UC President David Gordon, the equivalent of the CSU chancellor, is paid \$243,500 a year. The UC has nine campuses and about 170,000 students.

Trennis Jones, Personnel Director for the University of Texas, said UT Chancellor Hans Mark receives \$196,400 a year. The University of Texas has 14 campuses and about

See BAKER, page 12

## Former Cal Poly lecturer faces jail for drug charge

By William Douglass  
Staff Writer

A former Cal Poly economics lecturer was sentenced Wednesday to 60 days in County Jail for his conviction on one count of possession of cocaine.

Michael Johnson, 44, was sentenced to three years probation and a \$1,000 fine, as well as the

jail term. Johnson pleaded no contest to the charge in February. In exchange for the plea, which is the legal equivalent of a guilty plea, one charge of possession of cocaine with the intent to sell was dropped.

At the time of his arrest last October, Johnson was teaching

See JOHNSON, page 10

## Two Poly seniors build toys to help Easter Seals library

By Michele Morris  
Staff Writer

Two human development majors are doing a senior project that not only will benefit themselves as students, but local children and a national program as well.

Dana Leavitt and Nina Moore, human development

seniors, made toys for an Easter Seals program called Lekotek that provides toys for mentally and physically disabled children.

The toys ranged from puppets to storyboards to stunts. "We built toys that make it easy for the child to be successful at the task," Leavitt said.

Leavitt and Moore borrowed

See TOYS, page 11

### Run-off election results:

David Kapic - 1,485  
Adam Taylor - 1,168



### Arts & Entertainment:

Demi Moore and Bruce Willis prove they are just human with flaccid performances in their latest film "Mortal Thoughts."

Page 5



### Friday's weather:

Cloudy and breezy.

Highs: Mid 60s  
Lows: Upper 40s

nw winds 15-25 mph  
3 ft. seas nw swells 3 ft.



## LETTERS TO THE EDITOR

## Mothers don't want Bob Hope

It is an insult to Cal Poly mothers to stick us with Bob Hope. As if we didn't have enough white, male condescension to put up with.

I can't believe you would equate mothers with something as antiquated and ancient as "entertainment" Bob Hope style. I can't believe you wouldn't book someone like comedian "Wierd Al" Yankovich, not long ago a student here like ourselves. We might find something in common with Wierd Al. But with fossilized Bob?

And why do I get the feeling you booked Hope because you could get him cheap?

**Edith Cook**  
Mother and student

## A thank you to local residents

Recently, I received a very positive letter from a resident on Hathaway street. It commended the SLO Police Department for its efforts in dealing with cars blocking the sidewalks. He went on to note that over the past year that "my neighborhood has definitely quieted down." He also stated that while there were still parties, they were small and quiet and he felt the department "must be doing something right."

Well, credit where credit is due. While we have been working with many in-

dividuals and groups to improve neighborhood relations, the real measure is the ability to exercise consideration for neighborhood members. Congratulations to those living in the Hathaway area. Your efforts are observed and appreciated.

As we enter our busiest time, I hope that other neighborhoods will be able to point to similar successes.

**James M. Gardiner**  
Chief of Police

## Poly must ready for FFA students

Once again, Cal Poly has the privilege of hosting the top FFA students for the 1991 State FFA Leadership Conference. The FFA is a national organization whose main goal is the development of ag leadership, cooperation and citizenship. From May 4 to 7, various Cal Poly facilities, including the U.U. and Mott Gym, will be used by the FFA. Over 2,500 delegates and participants represent over 30,000 students from 315 chapters in California. The AgEd 220 class has been working behind the scenes since winter quarter to make this conference a success. We hope that the student body and faculty will look upon this event as an opportunity rather than an inconvenience. Thank you for your cooperation and understanding.

**Britta Mitgaard**  
Co-chair  
**Brad Dodson**  
Adviser

## REPORTER'S NOTEBOOK



## Judging a kid by his cereal

By Peter Hartlaub

I have worked the last seven summers in a day-care center, and I've finally figured out the behavior patterns of children. Dr. Spock and other "expert" psychoanalysts will tell us worthless material about how the behavior of children is created by their parents, their peers or television.

This is all wrong. Child behavior is directly linked to the brands of breakfast cereals that they consume.

When I would read the morning roll call, I always had the youngsters answer with something like their favorite "Sesame Street" character or favorite cartoon instead of the traditional "here". Anyone who works with children knows that they don't have the attention span to last through 60 names unless a game is made of it.

One morning I asked the children what breakfast cereal they ate most often. A whole new world of knowledge opened up to me.

The first three names I called answered boring products like Rice Chex, Total and the most boring cereal of all, Corn Flakes. Not too unusual, they were pretty boring kids. The kind that never want to play games. The kids who whine, "This game is stupid!" if they don't get picked by the third round of "duck duck goose".

I didn't know what I was on to until I called the troublemaker of the bunch. As I called, he was busy burying his shoe in the cranium of his nearest playmate. "LUCKY CHARMS!" he screamed in a battle cry worthy of Ghengis Khan. I was definitely on to something.

As the roll was completed, I realized that this was no longer coincidence. The hyper little terrorist children consistently ate cereals such as Trix and Cocoa Puffs, the boring kids ate 100% All-Bran and oatmeal, and the intellectual kids with no friends ate Special K. Since that day, I have researched this field extensively, and here are some of my more significant finds:

**Wheaties:** A very popular misconception is that feeding your child Wheaties will automatically make them an Olympic athlete. This is totally incorrect. While they may enjoy a successful high school athletic career, they are bound to spend their 20s and early 30s living at home, developing a gut and hitting on the 16-year-old waitress at "El Pollo Loco".

**Grape Nuts:** Another misconception among most educated people is that the diamond is the hardest substance on the face of the earth. Completely false. A single Grape Nut can not only cut glass but can be used to cut wood, sheetrock and some light metals. It can also be useful as a deadly weapon when hurled at an enemy: I keep a bowl by my bed at night to use against burglars.

The military tried to tell us that the Patriot

missile was a supremely technical weapon, but actually, they were only launching a few boxes of Grape Nuts in the air as a kind of super-hard edible flak. Feeding your child Grape Nuts will result in a normal lifestyle accompanied by phenomenally high dental bills.

**Fruit&Fibre:** In all except three cases in the history of the cereal, child consumers have grown up to be Hare Krisnas.

**Product 19:** I was a Product 19 child. Product 19 is a hybrid cross of a Corn Flake and a Special K nugget. For this reason, I've always been normal, but hovering on the fringes of nerdism. Research suggests keeping your children away from Product 19.

**Lucky Charms:** There is something very dangerous about leading children on to believe that a little green leprechaun has created multi-colored marshmallows and placed them in their cereal. Expect drug abuse to start at a young age.

**Rice Krispies:** Giving a child a cereal that talks to them is relatively safe in most cases. If the child should start to understand what the cereal is saying, however, research suggests that you switch to Raisin Bran immediately.

**Trendy Sugary Cereals:** The ones that pop up for a month or two, sell well, and then become a "Key Buy" after the trend is over. "Batman" and "Teenage Mutant Ninja Turtle" cereals are examples.

Children who eat these products are destined to become the sorority and fraternity members of the world. I realize this theory will be received with scorn by some, but if you ask anyone in next year's greek pledge class, I will guarantee that they will have consumed at least one bowl of Smurf-Berry Crunch in their lifetime.

If you are in a position where you are providing a cereal for a youngster, choose carefully. Don't assume that giving a child Special K will make them good. There is something about the chemical properties in Special K that makes kids fear daylight and spend the daytime hours indoors programming their computers.

I suggest a cereal like Cheerios. It has some sugar, but not enough to cause a person to commit a felony.

Lets feed our children well. The future of the world depends on us.

Peter Hartlaub is a journalism junior with a concentration in public relations. Hartlaub consumes a minimum of one box of Special K a week.

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## WORLD

## NATION

## STATE

## Japan to dispatch four minesweepers to Gulf

TOKYO (AP) — Prime Minister Toshiki Kaifu's Cabinet today approved sending four minesweepers to the Persian Gulf in Japan's first overseas military mission since World War II.

The decision comes two months after the end of the Gulf War and culminates nine months of heated debate over the use overseas of the Self-Defense Forces, Japan's military. A small group of protesters today demonstrated in Hiroshima against the deployment of the minesweepers, which is expected Friday.

The government, widely criticized in the United States for not sending personnel to supplement its \$13 billion in gulf aid, sees the minesweeper mission as a way for Tokyo to win back esteem abroad.

## Executive steps down over toxic waste leak

SEOUL, South Korea (AP) — The chairman of one of South Korea's largest conglomerates accepted responsibility for a leak of toxic phenol waste and resigned Wednesday in a pollution scandal that caused nationwide protests.

Park Yong-kon stepped down as chairman of the Doosan Group, the first time a Korean business tycoon had resigned over an environmental incident.

Doosan was first charged with leaking waste in March. On Tuesday, a new leak was detected. Pollutants poured into the Nakdong River, the source of tap water for several million homes here. The company said the leak was accidental.

## Teenager killed after exhaling gas over fire

WARMINSTER, Pa. (AP) — A 17-year-old boy inhaling butane gas with friends to get high died after he blew the flammable gas on a flame and inhaled the fire, authorities said.

Members of the group inhaled the gas, used in cigarette lighters, from a can at a party, Police Detective William M. McDonald said.

Bucks County Coroner Thomas J. Rosko said Fred J. Karthauser blew the butane over the flame to create "this flame-throwing effect."

The flame became very large and burned Karthauser, who then apparently gasped, breathed in the fire and suffocated.

## Bush vows to review travel policy for staff

WASHINGTON (AP) — President Bush said Wednesday he would review the White House travel policy, suggesting Chief of Staff John Sununu's extensive travel aboard government planes has left a "perception problem."

Bush said Sununu had his "full confidence."

"I don't like this jumping all over Gov. Sununu when he has complied with the policy and he's made full disclosure. What more can you ask for?" Bush said to reporters after a sendoff for Djibouti President Hassan Gouled Aptidon.

Sununu and the Republican Party reimbursed the government \$47,044 for his private travels.

## Smoking to be banned in county jail system

LOS ANGELES (AP) — Ten county jails housing 22,000 prisoners will be smoke-free by 1992 and inmates caught with tobacco or matches after Oct. 1 will face discipline, Sheriff Sherman Block said Wednesday.

The no-smoking policy is intended to protect non-smokers from exposure to secondhand smoke, which can be harmful, the sheriff said.

"We are charting some new ground as to the scope of what we are intending to do," Block said when asked if the policy was tempting inmate trouble.

"My philosophy is very simple: There's never a wrong time to do the right thing."

## Reagan to lecture on solving budget crisis

SACRAMENTO (AP) — Former President Ronald Reagan will lecture the California Legislature next month on how to resolve the state's \$12.6 billion budget crisis.

The announcement Tuesday that Reagan will address a joint session of the Assembly and Senate May 6 was greeted with some skepticism by Democratic lawmakers who note the former president left the nation with its largest federal budget deficit.

Bill Livingstone, a spokesman for Republican Gov. Pete Wilson, said the administration is anxious to hear Reagan's views on California's budget crisis.

"It's obviously relevant," he said. "It's the biggest topic facing California."

Livingstone also said it was a democratic Congress, not Reagan, that put the nation into its deficit.



## 'Viking' tradition finds success at Cal Poly eateries

By Bill Moughan  
Special to the Daily

Norwegian brain food? The age-old tradition of eating kringla while sipping coffee is now possible in San Luis Obispo. David Knox, using his grandmother's secret kringla recipe, is baking the Norwegian snack food daily. Knox sells the kringla through the campus store, Julian's and other locations around campus and the city.

Kringla is a pretzel-shaped baked good made from unbleached flour, buttermilk and sugar. Each kringla recipe is a little different as families have developed their own kringla style through the generations.

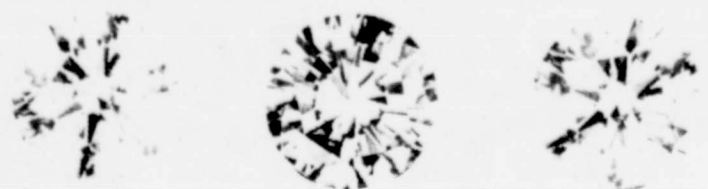
Knox's recipe comes from his great grandmother who sold kringla in a basement coffee shop in Iowa. His great grandfather became an unemployed banker during the depression, so Grandmother Donhowe put him to work in

See FOOD, page 4

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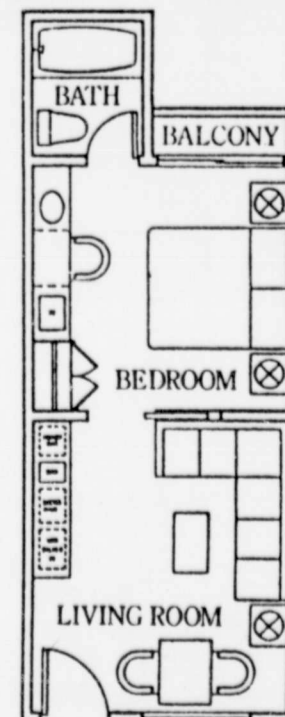
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## Women's Week talk focuses on communicating about sex, AIDS

By Gabrielle Friedly  
Staff Writer

"If you know the condom works but you don't use it, then it doesn't work," said EOC Health Educator Jason Wells.

"Sex Talk ... AIDS, Communication and Condoms" is the topic of a seminar today for

Women's Week.

The focus of the seminar is how to bring up the subject of safe sex with your partner, Wells said.

Coordinator of the Sexuality Team at Cal Poly, Rilyn Down, said most students understand the importance of condom use but do not know how to bring up the subject.

"Our culture does not permit us to talk openly about sex," Down said. One of the goals of the workshop is to teach students to feel more comfortable when talking about sex and condom use, she said.

The topic of AIDS will also be discussed. "Each of us should value ourselves; we are worth protecting," Down said. Students need to learn assertiveness.

Statistics of high pregnancy and sexually transmitted disease

rates indicate that "we don't know how to be open with our partners," Down said.

Individuals attending the seminar will learn aspects of good communication and what constitutes bad communication. Role playing involving members of the audience will give students something to remember when in a similar situation, Wells said.

There are two divisions of relationships, he said. The first are those involved in a long-term relationship, and the other constitutes those in a short-term relationship. These groups are treated differently when discussing safe sex.

Wells said, "In a long-term relationship, it is good to find out about past sexual history and discuss birth control." A blood-test may even be considered if the partners choose not to use a

See SAFE SEX, page 12

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# Arts & Entertainment

Mustang Daily April 25, 1991



## 'Mortal Thoughts' won't live forever

By Shirley Meissner  
Staff Writer

I have a Workman Page-A-Day daily calendar on my bedroom floor next to my alarm clock. Everyday I religiously tear off the day's word, look at it and toss it into the trash can. So far, the calendar has been a bad investment.

Today's few precious seconds with the new word, "flaccid," meaning deficient of turgor and ineffective, managed to jerk my memory to the movie I saw last night: "Mortal Thoughts," starring Demi Moore, Bruce Willis and Glenn Headly.

Willis played the part of a vulgar, abusive husband, stuck in a love/hate relationship with his wife, played by Headly.

Willis fans may feel slightly betrayed, since he is killed 20 minutes into the movie. Don't worry — his acting is so obnoxiously sloppy, you're glad he's dead. When he is on screen, his tripping and falling and basically

staged alcoholic behavior made me dizzy.

The film pivots around the police investigation of Moore, a friend of the couple, who last saw Willis on the night of his murder.

Both Headly and Moore know who did it, and one of them is lying. Between the investigation and Willis' adulterous attraction to Moore (a little irony perhaps), the friendship between the two friends is stretched to its ultimate limit.

Moore does a flaccid (get used to this word — it will be used repeatedly) job of shedding tears throughout the film, which, I might add, won her a Golden Globe Award nomination for the movie "Ghost" in 1990.

Unfortunately, her flood of tears do not rescue the rest of her performance. Her faked New Jersey accent and shallow emotional outbursts made me question Moore's popularity.

In one scene, just after Willis bites the dust, Demi's syrupy, See 'MORTAL THOUGHTS,' page 8

### Album Review

## Fishbone's new release shows they know their 'Surroundings'

By Neal Istic  
Special to the Daily

Fishbone is a band whose time has come. That doesn't necessarily make me happy. I guess this makes me a member of the music "bush-wah," because I'm a loyal "bonehead," and I don't want to share my band with the unwashed masses.

With the release of "The Reality of My Surroundings," their third full album and their first since 1988, it looks like I might have to. Not only does it seem the world might be ready for them now, this album is just darned good.

Truthfully, when I first heard the album, I wasn't too sure about it. I thought the bones record company may have forced them to produce a hit, and I would be defending them against claims they were just trying to be "another Living Colour" (Fishbone has been around much longer.) Then I listened again. And again. With each listen, I found more and more that I liked about it. Now I can say that REALITY... is a very fine album.

This has got to be the most soulful record Fishbone has ever done.

This doesn't mean they've become a jheri-Curl R&B group. What it means is that the record has a sound and feeling to it that evokes emotion. It is difficult to explain because soul, like funk, is an attitude. Your ears can tell you better than I can. Listen to "Fight The Youth." It is a very

metal kind of song, but it is full of great harmonies and has tons of soul.

Like always, the band which has been "classified" as a "ska-punk-funk-reggae-soul-jazz-core" group, brings us a little something for everyone. We get a ska workout on "Housework," some reggae on "Pray To The Junkie Maker," smatterings of metal and hard-core here and there, a short, Tom Waits-ish horn bit, a vocal piece sung "in the round" and backed up by bongos and a



jew's harp called "Junkies Prayer," and a live, oozing, slow, nasty, P-Funk-type groove on "Babyhead."

The album has got some of the strongest bass work courtesy of Norwood Fisher, as well as flawless musicianship by the rest of the band (including new member John Bigham, direct from gigging with Miles Davis.) Check out the song "Naz-Tee May'en" for some of that bass work, as well as lyrics like, "Ain't nuthin' I'd rather be doin'/Than hoochie

hoochie hoochie gooin.'" This song's got the serious funk.

One thing you'll want to check is the lyrics. The band has always been a message band, but a lot of the times the message gets lost in the party. This album is steeped in messages about urban decay, drugs, racial tension and so on. They still have the sense of humor, but some of the outright wackiness is gone. Listen to the single, "Sunless Saturday" (and watch for the Spike Lee-directed video), and you will find a hard, soulful and potent message as well as some hard, soulful and potent music. All this, and it's a catchy tune too.

Another example of strong lyrics is found in one of the between-song breaks, "If I Were A...I'd." The lines "Kill the KKK and consider it some fun/ Get a mob together overthrow the show/ Majority minority all the same as one" speak volumes about unity.

The one weak cut is probably "Those Days Are Gone." It is a little too Lenny Kravitz-y (read; too retro) for me. But there are 17 more cuts (some very short) to make up for it.

I think the world is ready for Fishbone. If it isn't, this album should make it ready. It has unity, it has diversity. It will make you groove and think. Just grant me two favors. 1) Go out and buy "The Reality of My Surroundings." 2) When you're in line at the next Fishbone show, make sure you let an old "boner for life" like me have cuties.

### Book Review

## 'A Model World' reflects the joys and pains of life

By Amy Koval  
Staff Writer

It's usually not easy to swallow the type of subject matter addressed in Michael Chabon's new book of short stories called "A Model World" (William Morrow and Co., Inc., 1991).

But Chabon handles poignant material about the joys and pains of life with honest sensitivity in a way few others can.

The difference between Chabon and other writers is that he is able to use blooming language without being flowery. He shows us the garden he has planted without forcing us to stick our noses in to inhale the pollen.

"A Model World" is the second release by Chabon, who, at 24, had a *New York Times* best seller with his first novel, "The Mysteries of Pittsburgh." "The Mysteries of Pittsburgh" was used last year at Cal Poly in Doug Keesey's Modern Novel class.

"A Model World" is a collection of material that showcases Chabon's talent for taking emotional concepts and common experiences and making them unique. His power is in his ability to pull his readers into his characters' situations by forcefully tugging at their senses.

Each story presents smooth narration and honest dialogue, and each story delivers a punchy ending. His finales are never disappointing.

Possibly the best example of



Michael Chabon

Chabon's work is exhibited in "The Halloween Party," a story about a young boy, Nathan Shapiro, and his infatuation with an older woman. The boy and his family are invited to the woman's Halloween party, and the events leading up to "the big night" gain gradual momentum, culminating in a savory, slow dance.

The first six stories in the collection are diverse and involve male-female relationships, as well as relationships with family and friends. The second half of the volume is a series of stories about Nathan Shapiro, the young victim of his parents' divorce.

With humor, depth and honesty, Chabon gives his readers a big, clear window to the sensitive world of emotional growth.



## Concert Review

# A great band makes Marsalis even better

By David Bock  
Senior Staff Writer

Playing to a packed Cuesta College Auditorium and backed by his swinging sextet, jazz trumpeter Wynton Marsalis showed off some of the talents that make him one of the world's finest musicians.

Some of the talents, but not all of them.

Perhaps the back-to-back performances last Saturday were a bit much for Marsalis who, during the second of two shows, kept his soloing to a minimum.

Instead, he seemed comfortable with letting his band — an inspired and proficient group if there ever was — take the reins and guide us through nearly a dozen N'Orleans-style acoustic tunes.

Normally, people are upset if the performer they go see isn't in their face the whole time. Jazz, however, is totally a group effort, and it was nice to see Marsalis settle in with his band as if to say, "Damn, this is a great band, so here we are."

And there they were: Wes Anderson and Todd Williams on saxophones, Wycliff Gordon on trombone, Eric Reed on piano, Reginald Veal on bass and Herlin Riley on drums.

Each of these guys got in some sweet work, but of particular note were Gordon and Riley.

The trombone is easily the

most neglected horn in jazz music, and Marsalis was intent on giving Gordon his chance to change that. And change it he did by delivering two sparkling solos that were both innovative and emotional.

Riley, aside from his consistent yet subtle grooving throughout, was simply wonderful during a couple of creative and dextrous drum solos that left the crowd energized.

Still, despite the band's excellent playing and the relative scarcity of its famous leader, it was impossible to forget why we were all there.

In the instances when Marsalis did break in with his trumpet, it was obvious that something special was happening. The charm, intelligence and wit that he conveys through an otherwise inanimate piece of twisted metal is really where Marsalis' power rests.

And that power was never more evident than during an old Sonny Rollins tune, when the audience seemed to ride on the very crests of his solo, holding its collective breath through the culmination of each note.

It's at that point when you realize that jazz is at its potent and necessarily vital best when it's live. It may sound corny, but jazz, like no other music, is about the moment.

And Marsalis and band created more than a few of them.

## Opinion

# 'Saturday Night Live' humor stoops loooow for high ratings

By Peter Hartlaub  
Staff Writer

Despite having its most talented cast in years, this season's "Saturday Night Live" is less concerned with humor and more concerned with creating controversy, while pushing the Federal Communications Commission to its limits.

Ever since I've been allowed to stay up past 11:30 p.m. on weekends, I've been watching Saturday Night Live.

I laughed at Eddie Murphy and Joe Piscopo, howled at Billy Crystal and Martin Short and felt a little embarrassed for Anthony Michael Hall and Robert Downey Jr. Now, with talented comedians like Dana Carvey and Mike Myers, "Saturday Night Live" has one of its best casts ever.

Through good and bad, live from New York and on reruns, I've seen just about every episode in its 16-year existence, and for the first time ever, SNL is starting to offend me.

SNL's quest for controversy started at the end of last season when guest host Andrew "Dice" Clay caused a media blitz from a boycott by musical guest Sinéad O'Connor and former cast member Nora Dunn. In response, SNL producer Lorne Michaels received a warning from the FCC, and SNL received its highest ratings of the season.

While the "Dice" show was relatively tame, shows have gotten progressively more offensive since. It seems like Michaels is encouraging writers to "test" the censors in hopes of another FCC-induced ratings boost.

Probably the most disturbing aspect this season is the use of new cast member Chris Rock. As background, Chris Rock is the first male black cast member on SNL since Eddie Murphy, and he's not very funny. The problem I have with Rock is not his lack of humor, but with his role on the show.

Eddie Murphy came to the show as an imper-

sonator who played characters like James Brown, Jesse Jackson and Buckwheat. Chris Rock doesn't play characters, he just plays racial stereotypes. His stereotyped roles on the skits "Nat X" and "I.M. Chillin" are examples of roles that poke fun at black culture, without showing any humor or originality.

While Eddie Murphy was definitely guilty of the occasional blatant racial stereotype, Chris Rock is used as an excuse for prejudice. As time goes on, this kind of humor should be phased out of television, not purposely created. The use of Chris Rock is irresponsible on the part of the SNL writers.

"Saturday Night Live" has always seemed to carry a policy of "constructive tastelessness." Sometimes the racial slurs or jokes about genitalia would cross the line, but it was acceptable because it didn't happen too often and the skits were innocently experimenting with humor. Now it seems like in every show, the writers are being tasteless not for the sake of humor, but for the sake of controversy.

Earlier this season, SNL aired a very tasteless self-created commercial with the topic of postmortem sex. When TV Guide criticized the skit in an article on TV censorship, SNL not only aired the criticism on their news like a trophy but also aired the commercial the following week and again later in the season.

It seems like each week, the writers are trying to top themselves in hopes of getting censored and becoming a First Amendment martyr.

I am not by any means a rabid right-winger preaching censorship. "Saturday Night Live" should be given a lot of room to air controversial material, but it has an ethical responsibility to do it for the right reasons. SNL is too good to settle on the role of the "2 Live Crew" of television.

I hope that in the future, the focus of "Saturday Night Live" moves back to humor where it belongs.

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## CALENDAR

### thursday, april 25

☆ Jazz Great **Billy Taylor** will play in the Cuesta College Humanities Forum at 7:30 p.m. for \$7. Taylor will perform with bassist Victor Gaskin and drummer Bobby Thomas. Taylor's piano style has been described by a New York critic as "a broad-brushed blend of Bud Powell and Art Tatum." Taylor also has been acclaimed as an "international ambassador" of jazz. For tickets or more information, call 546-3131.

☆ **Buckwild** will play at SLO Brewing Co. at 9:30 p.m. for a \$1 cover.

### friday, april 26

☆ **Moon River** will play at Club 781 around 9 p.m. for a \$1 cover. Sonic Youth Meets the Church.

### saturday, april 27

☆ **Rhythm Akimbo** mourns the loss of D.K.'s, but the show must go on. And it will — at SLO Brewing Co. at 9:30 p.m. for a \$2 cover. Well-wishers note: It's Jen's Birthday. See you there!

### sunday, april 28

☆ **Clyde Hostetter**, author of "Star Trek to Hawai'i," will host a presentation and book signing at 8 p.m. at the Earthling Bookshop.

### monday, april 29

☆ The motion picture "**Mash**" will show at 7:30 p.m. in Chumash Auditorium at Cal Poly. This film was the inspiration for the infamous TV series and is included in the Vietnam Film Series because it emotionally identifies with the Vietnam War. Set in a Mobile Army Surgical Hospital unit during the Korean War, with all of the characters that became hold names during the 70s. The film is more about the life inside the Army hospital created by the three hotshot young surgeons (Donald Sutherland, Elliot Gould and Tom Skerritt) It was directed by Robert Altman. Tickets are \$4 and \$3 for students and senior citizens and are available at the door.

### ongoing ...

☆ The **Cuesta College Art Gallery** is hosting the Student Art Exhibition 1991 throughout April 21 through May 15 in the college's Art Gallery, located in the library.

☆ "**You're a Good Man Charlie Brown**," a musical comedy based on Charles Schultz's comic strip "Peanuts," will be performed at Arroyo Grande's Eagle Theatre April 25-28. Tickets are available at the door. For more information, call 489-1351.

☆ The photographic exhibition **E.A.R.T.H.** is being shown in the Kennedy Library Gallery until the end of May. The exhibition is a culmination of photographs by art and design senior Julie



The film "MASH" screens April 28 at Cal Poly.

Reiten while in Costa Rica on a project with the School of Agriculture.

☆ **Photographs by Native American Horace Poolaw** are on exhibit in the University Union Galerie until May 3. The exhibition is called "War Bonnets; Tin Lizzies, and Patent Leather Pumps: Kiowa Culture in Transition, 1925 to 1955."

☆ "**The Ragpicker of Paris**," The Great American Melodrama's newest production, is playing now until April 28. The play is about a poor homeless ragpicker who adopts a beautiful orphan girl. But the

evil Baron is threatening to destroy their happy family. Following the play is the well-loved "European Vaudeville Revue." For tickets and information, call 489-2499.

☆ "**Dance Spectrum**" is being performed at Allan Hancock College from May 1-4. Shows start at 8 p.m., and there is a 2 p.m. matinee May 5. For tickets or more information, call 922-8313 or (800)221-9469.

☆ An exhibition of cultural objects by the Latin American Student Association is showing until April 30 in the main lounge of the Cal Poly library.

## CONCERTS

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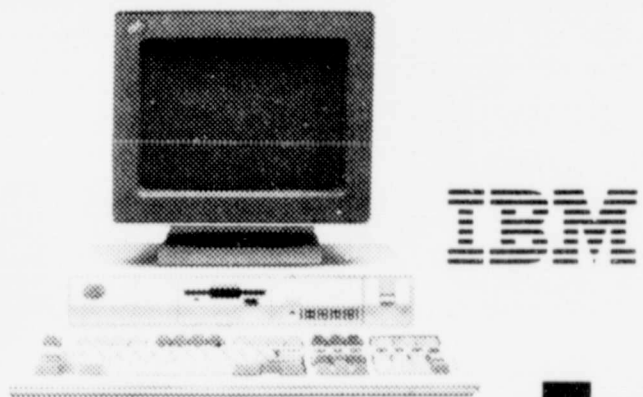
### ventura area

□ **Oakridge Boys**, 5/13, Oxnard Civic Auditorium  
□ **Elvis Costello**, 5/25, Santa Barbara County Bowl

### bay area

□ **Frank Sinatra**, 4/26-28, Circle Star  
□ **Steve Winwood**, 5/3, Shoreline  
□ **Run DMC**, EPMD, 5/4, Warfield  
□ **Todd Rundgren**, 2nd Wind, 5/10,11, Warfield  
□ **Grateful Dead**, 5/10-12, Shoreline Amphitheatre  
□ **Whitney Houston**, 5/11, Oakland Coliseum; 5/13, Shoreline  
□ **Poison**, 5/16, Shoreline  
□ **Yess**, 5/17, Oakland Coliseum  
□ **Pat Benatar**, 5/20, Warfield  
□ **The Alarm/The Fixx**, 5/26, Warfield  
□ **Doobie Brothers**, 5/31, Concord Pavilion; 6/1, Shoreline  
□ **Elvis Costello**, 5/31, Greek Theatre (UC Berkeley)  
□ **Chris Isaak**, 5/31, 6/1, Warfield  
□ **Dan Fogelberg**, 6/2, Concord Pavilion  
□ **Jimmy Buffett**, 6/15, See CONCERTS, page 8

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## Greedy 'Miser' charms audience with comedy

By Malei Jessee  
Staff Writer

A stuffed lizard, a giant mechanical gear and bunches of musty bank notes cluttered the Cal Poly Theatre stage. An eerie grey-colored set symbolized the hoardish greed of the production's main character.

The subdued hues didn't succeed in suppressing reams of laughter, though. A captivated crowd ended up in hysterics when the Seattle Repertory Theater performed Moliere's comic play, "The Miser."

This particular set departed from the 17th century play's usual Versailles-type decor. The production's director, Douglas Hughes, sought to have the stage mirror the materialistic obsession of the money-driven character, Harpagon.

In last Wednesday night's production, endless puns and comical body language engulfed the stage in a truly hilarious interpretation of this Moliere work written in 1668. Seattle's John Aylward especially energized his role as Harpagon, a businessman who neglects the wishes of his children because of his all-consuming obsession with wealth.

Audience attention span had no room to wander as the other actors brightly portrayed Harpagon's children, plotting to defy

their father. The finale resulted in ridiculous bliss as family members separated in a shipwreck were reunited, and forbidden lovers graduated to honorable acceptance.

The Cal Poly Arts program is working hard to bring high quality productions like this one to the Central Coast. This was one of the few chances to see a traveling theater company of this stature in the area, said Ron Regier, director of Cal Poly Arts. "It's definitely a step forward for the theater program," he said.

Cal Poly doesn't get very many professional groups of this caliber, said Peter Wilt, Cal Poly performing arts program manager. "This Seattle company is comparable to others of national significance," he said. "They have done several premiers before they were performed on Broadway."

The Seattle company may discontinue its tour season because of its great success in the Northwest area. By featuring celebrities in productions, the theater is able to attract a large audience. "Seattle gives them a wide range of stars to choose from," Wilt said.

Moliere will complement the Cal Poly stage once again when the Cal Poly theater and dance department performs "Tartuffe" in May.

## 'MORTAL THOUGHTS'

From page 5

overly-emotional acting merges with poor directing, which creates something more like comedy than drama.

The two friends are in a van hauling away Willis's body to dispose of it and to see if he is really dead. Demi opens the back door of the van, revealing Willis who is sliced on the neck and covered in blood. She asks, "James (Willis), are you up?" My chuckle joined with others in the audience at the stupidity of the scene.

Let me take another opportunity to bash Moore. At one point she is cleaning the soiled van with her baby watching from a stroller. Somehow the yellow rubber gloves on Demi and the bucket of soapy water don't jive

with the sudden emergence of romantic music. Is there something poignant about cleaning dried blood?

Patiently, I waited for a positive exchange between the actors. A warm embrace or kind words of affection would suffice. But none were forthcoming.

Even Moore's husband, played by John Pankow, seemed more interested in getting to the truth of the crime than Demi's involvement with it.

The end of the movie does carry with it a droplet of juice which gives rest to the predictability of the film.

Scanty acting was partly due to the characters' dialogue which lacked creativity and intellect. The movie was so dissected by a multitude of 30-second scenes,

that plot and character development seem hopeless.

For the sake of fairness it must be noted that the guy at the box office said "Mortal

Thoughts" is the theater's current best-selling ticket.

"Mortal Thoughts" is an Alan Rudolph film. Rudolph's first two films were "Welcome to L.A." (1977) and "Remember My Name" (1978).

Moore co-produced "Mortal Thoughts" through her company, Rufflen Films.

"Mortal Thoughts" is showing at the the Madonna Plaza Theatre weekdays at 4:45 p.m., 7 p.m. and 9:15 p.m. Weekend matines are at noon and 2:30 p.m. Admission is \$5.50 for adults and \$3 for children.

## CONCERTS

From page 7

Shoreline; 6/16, Concord Pavilion

□ The Judds, 6/30, Concord Pavilion

### los angeles area

□ Neil Young, 4/26/27, L.A. Sports Arena

□ Michael W. Smith, 5/3, Universal Amphitheatre

□ Steve Winwood, 5/10, Pacific Amphitheatre

□ Whitney Houston, 5/16, Great Western Forum; 5/17, Pacific Amphitheatre

□ Elvis Costello, 5/26, 28-29, Wiltern Theatre

□ Pat Benatar, 5/22, Wiltern Theatre

□ The Fixx, 5/30, Wiltern Theatre

□ Grateful Dead, 6/1, L.A. Memorial Coliseum

□ Chris Isaak, 6/2, Universal Amphitheatre

□ Doobie Brothers, 6/15, 16, Universal Amphitheatre

□ Simple Minds, 6/19, Universal Amphitheatre

□ Jimmy Buffet, 6/21, Irvine Meadows; 6/22, Hollywood Bowl

□ Styx, 7/10, Universal Amphitheatre

□ Willie Nelson & Family, 6/29, Celebrity; 7/7, Universal Amphitheatre

□ Diana Ross, 7/25-28, Universal Amphitheatre

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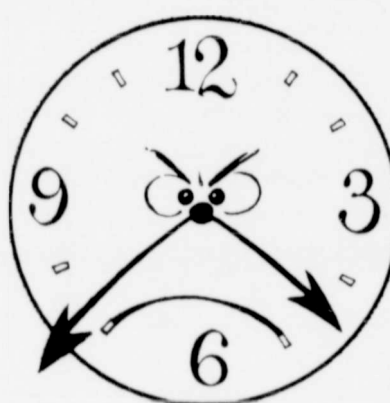


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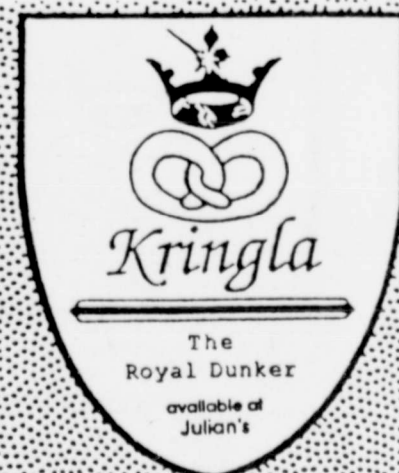
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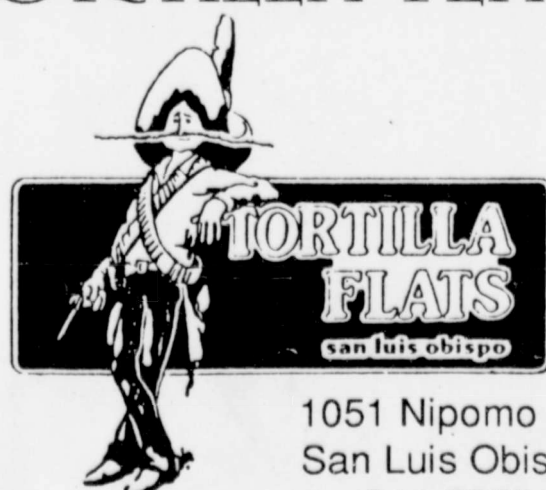
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## Mustang bats stay alive in 7-2 victory

■ Poly uses four homers to down Warriors.

By Rob Brockmeyer  
Staff Writer

A Cal Poly appearance in postseason baseball play may hinge on the team's performance in the final games of the season. From the likes of their resurging offense, the Mustangs seem ready for the challenge.

The Mustangs beat 11th-ranked Cal State Stanislaus 7-2 on Tuesday to extend a three-game winning streak going into the final nine games of the regular season.

They have a 19-18 overall record and are 11-9 in the California Collegiate Athletic Association. They still have crucial games remaining with Chapman College, UC Riverside and Cal State Dominguez Hills.

Offensively, 17th-ranked Cal Poly has been almost unstoppable. In the last three games, they have scored 35 runs, stroked 43 hits, including nine doubles and eight home runs. Opposing teams have used a total of 14 pitchers in attempt to stifle the torrid Mustang bats.

In Tuesday's game, Poly's offense tagged Warrior middle-reliever John Locke for four runs on five hits in two innings. Drew Herron and Sal Cardinale did the major damage with back-to-back homers.

Cal Poly struck again in the ninth when third baseman Matt Drake smacked a solo home run and Herron scored his second run of the game on Tony Florez's RBI-single.

Drake went 3-for-3 and sophomore catcher Jared Snyder hit his fifth round-

tripper of the year.

The offense was more than enough for Mike Matoso (2-1), who got his first start of the year. He allowed only four hits and no earned runs in 7 1/3 innings.

Tuesday's power display was carried over from Sunday's 19-2 slaughtering of Cal State Los Angeles. Each of the Mustangs' nine starters had a hit in the 19-hit attack, which included seven doubles and four homers.

The Golden Eagles took an early 2-0 lead, until the third inning when the Mustangs put their offense into high gear. They took a 3-2 lead on Tony Florez's two-run homer, which scored junior Jon Hetherton.

Cal Poly's bats were silent until the sixth inning when they scored five runs on two doubles and two singles. Gerald Rucker did the most of the damage with his three-run double.

As if that was not impressive enough, they came back to score 11 more runs in the final two innings. Doug O'Neill and Ben Boulware each had two-run dingers in the eighth.

Mustang starter Chal Fanning (2-4) cruised through eight innings to get his first conference win.

In the midst of Cal Poly's offensive outbreak, Head Coach Steve McFarland got his 200th win last Saturday. In eight years as head coach, he has compiled a 202-214 record and led Cal Poly to its first Division II championship in 1989.

The Mustangs will complete a 10-game homestand on April 25-27 when Chapman College comes to Sinsheimer Stadium for three CCAA games.

## Men's track readies for home meet with powerful showing at Mt. SAC

■ Middle distance relay team produces Cal Poly's fastest time in 10 years despite finishing fourth. Sorensen runs a sub-1:50 half mile.

By Jeff Krump  
Staff Writer

You probably didn't know that mustangs could fly. Well, they do, and they carry batons as well.

Four Cal Poly Mustangs were spotted flying around a track at the Mt. SAC relays last weekend.

Cal Poly's 4 x 800 meter relay squad may have set a school record last weekend with a time of 7:27.76.

"It's the fastest we've run in 10 years," said Head Coach Tom Henderson, who is still trying to verify the time.

The baton was passed from Tom Halaszynski (1:53.6) to Brian Strieff (1:50.5) to Shan Forehand (1:54.3) to Jim Sorensen, who ran an outstanding anchor leg of 1:49.2. The Mustangs' blazing time was hidden in a fourth place finish behind three strong teams including the

Brazilian national team, Adams State University of Colorado and the West Coast Athletic Club.

The Mt. SAC Invitational was Cal Poly's second meet of the weekend. The majority of the team competed Friday in the Pomona Pitzer Invitational.

Sorensen was mercurial this weekend, recording a personal best mark in the 800 meters on Friday. His time was 1:50.81, a mark that tops the California Collegiate Athletic Association.

The time provisionally qualifies Sorensen for the national championships, but he only took second in the race.

Sorensen lost to a Cal Poly alumni, Roger Chagnon, who ran a 1:50.67. Chagnon ran as an open entry.

Cal Poly's Tom McGuirk also recorded a CCAA leading time at Pomona, running a 53.55 in the 400 intermediate hurdles.

A trio of Cal Poly freshmen

recorded outstanding performances at Pomona. Ed Lasquete, the 1990 California high school pole vault champion, cleared 16-0 to earn a provisional qualifying mark.

Tyler Robbins won his heat of the 1,500 meters with a personal best time of 3:55.62.

And Dan Berkeland finished second in the 5,000-meter race by only one-tenth of a second in what coach Henderson called a breakthrough performance.

This Saturday the SLO Motion Invitational will be held at Cal Poly from 1 to 7 p.m. About eight men's and eight women's teams will compete this weekend in the Mustangs' last home meet of the year.

The CCAA championships will be held May 10-11 at Cal State Bakersfield, followed two weeks later by the national championships in San Angelo, Texas.

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# MOM'S DAY

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## JOHNSON

From page 1

three economics classes. After his conviction Johnson resigned from Cal Poly, citing personal reasons, said Mike Sues, associate director of personnel.

Johnson's attorney, Ilan Funke-Bilu, asked the court to sentence Johnson to probation rather than jail time, taking into account Johnson's lack of a prior record and the hardship and embarrassment he has already suffered as a result of the arrest.

"This is a doctor of economics who will be forever scarred when he applies for employment with any university," said Funke-Bilu. "Therefore it makes little sense to impose the extremely punitive 60 day jail sentence," he said.

"I've made a mistake, and I'm

paying for it," Johnson said in court sentencing records.

Superior Court Judge Warren Conklin said that although Johnson may have already suffered a form of punishment, a jail term was called for.

"To not impose a jail sentence would send the wrong message," Conklin said.

According to police reports, Johnson was arrested after an anonymous tip came to Crimestoppers alleging that drugs were being sold at Johnson's Sydney Street home.

The informant worked with police to obtain evidence against Johnson.

According to court records, the informant phoned Johnson and made an audio tape of the conversation. Police said the con-

tents of the conversation implied drug dealing, and on the basis of the tape and other evidence, police obtained a search warrant.

San Luis Obispo County Narcotics Task Force officers seized four grams of cocaine, scales, hypodermic syringes and records of sales from Johnson's home.

Funke-Bilu said he would appeal the conviction and the sentence on the grounds that the search warrant was illegally obtained and executed.

Johnson's jail term will be stayed pending the outcome of the appeal. Johnson will remain free on his own recognizance through the appeal.

On the advice of his lawyer, Johnson refused to comment after the sentencing.

## ELECTION

From page 1

Taylor's undated complaint states that on April 17, "...Walker had all athletes contacted and told to meet at the (Mustang) Stadium. At this time Ken addressed them as to the important issues then gave the mike to a gentleman yet unidentified. This person then instructed them to vote for David Kopic."

"This is a student election," Taylor said early Wednesday afternoon. "Faculty, staff and administration are supposed to stay out of it, and they haven't."

Taylor said the "important issues" he mentioned included the Instructional-Related Activities (IRA) fee increase on which students will vote in a referendum next month. The referendum would increase student fees to support athletics. The Athletic Department needs the referendum to pass in order generate revenue that will help it get out of debt.

Taylor said to his understanding, Kopic was approached by representatives for the athletes who had him sign a pledge of support for the referendum. In exchange for this pledge, Walker called the athletes together to vote for Kopic.

Walters said he received the complaint Tuesday and since then Hazel Scott, vice president of Student Affairs, had been informed of the complaint.

Walker was in a meeting Wednesday afternoon and unavailable for comment.

"I don't like the manner in which this was done," Taylor said. "Someone told them (the athletes), 'Dave likes us, so go vote for him.' I think that's wrong."

"Someone in the Athletic Department is implying that the ASI president can do more (to support) athletics," Taylor said. He also said that he has done all he can to support athletics, and the issue is now in the students' hands.

Kopic said early Wednesday afternoon that he wrote a statement saying he would support the IRA fee referendum on a piece of notebook paper for someone representing the athletes. He declined to identify the person.

Kopic, however, said that he has supported the IRA fee referendum from the beginning of his campaign. The statement simply put it in writing.

"I signed no contract with the Athletic Department," Kopic said. He also said he neither met nor talked to any administrators during his campaign.

"If I'm wrong for doing that

(writing the statement), I'm sorry for taking a stand on an issue," he said.

Kopic said he found out about the meeting at Mustang Stadium and Taylor's complaint Wednesday shortly after noon.

Kim Forrester, ASI Marketing executive and the third presidential candidate in the original election, said Wednesday that on May 14 she talked to two students who said they represented "The Athletic Group," an organization that represented the athletes.

Forrester said the students asked her to sign a document that said if she was elected, she would completely support athletics and the IRA fee increase. She did not sign the document.

"That (the support pledge for the fee increase) is why I refused," Forrester said, explaining that she could not endorse the IRA fee increase yet because the proposal is still being assembled by Warren Baker's Athletic Task Force.

Taylor said no one approached him with such a document.

Taylor said he does not necessarily want the vote count nullified, but he wants "students to be aware of what the ASI president can and cannot do (for the IRA fee increase). I don't want them to get false information."

Taylor said this action was "totally unfair" and makes him look like he does not support athletics.

"That's not true," Taylor said. "I'm an ex-athlete. I'm going to support athletics to the end."

Taylor also said if students were told to vote for Kopic because he supported the IRA fee increase, it was a moot action because Kopic would take office in July, two months after the students will have voted on the issue.

Taylor said he told Walters late Wednesday he had decided he would not protest the election results, whatever the outcome.

"I've told Bob that it (the election results) didn't matter to me," he said.

After finding out the election results, Taylor said he was happy for Kopic, but he will follow through with his complaint.

"I'm damn glad it's (the election) is over," Taylor said. "There's still a lot of work to do before my term is up."

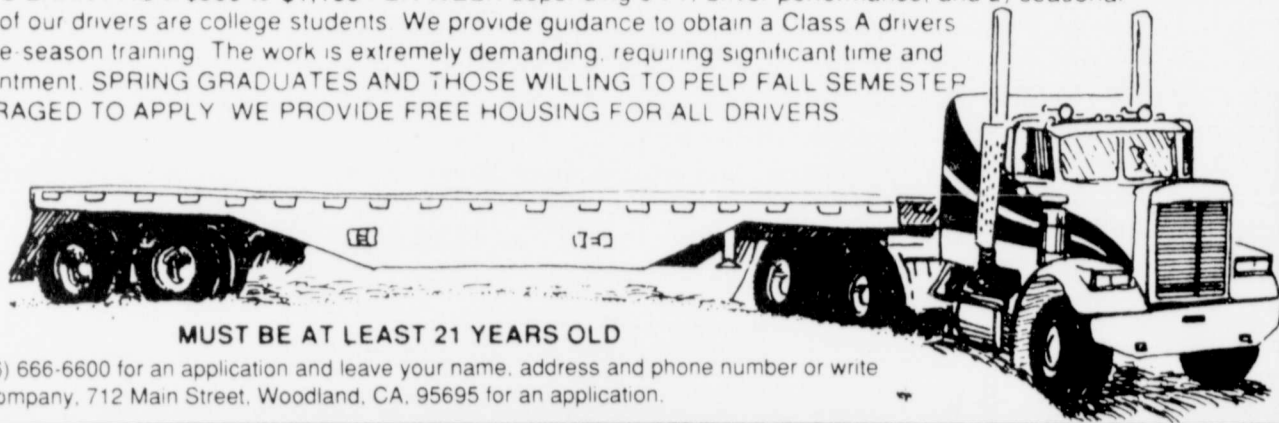
Kopic said he thought the board would accept the preliminary and runoff election results.

He also agreed with Taylor that it would be good to get back to business.

"I'm happy that the campaigning is over. Now we can get down to work," he said.

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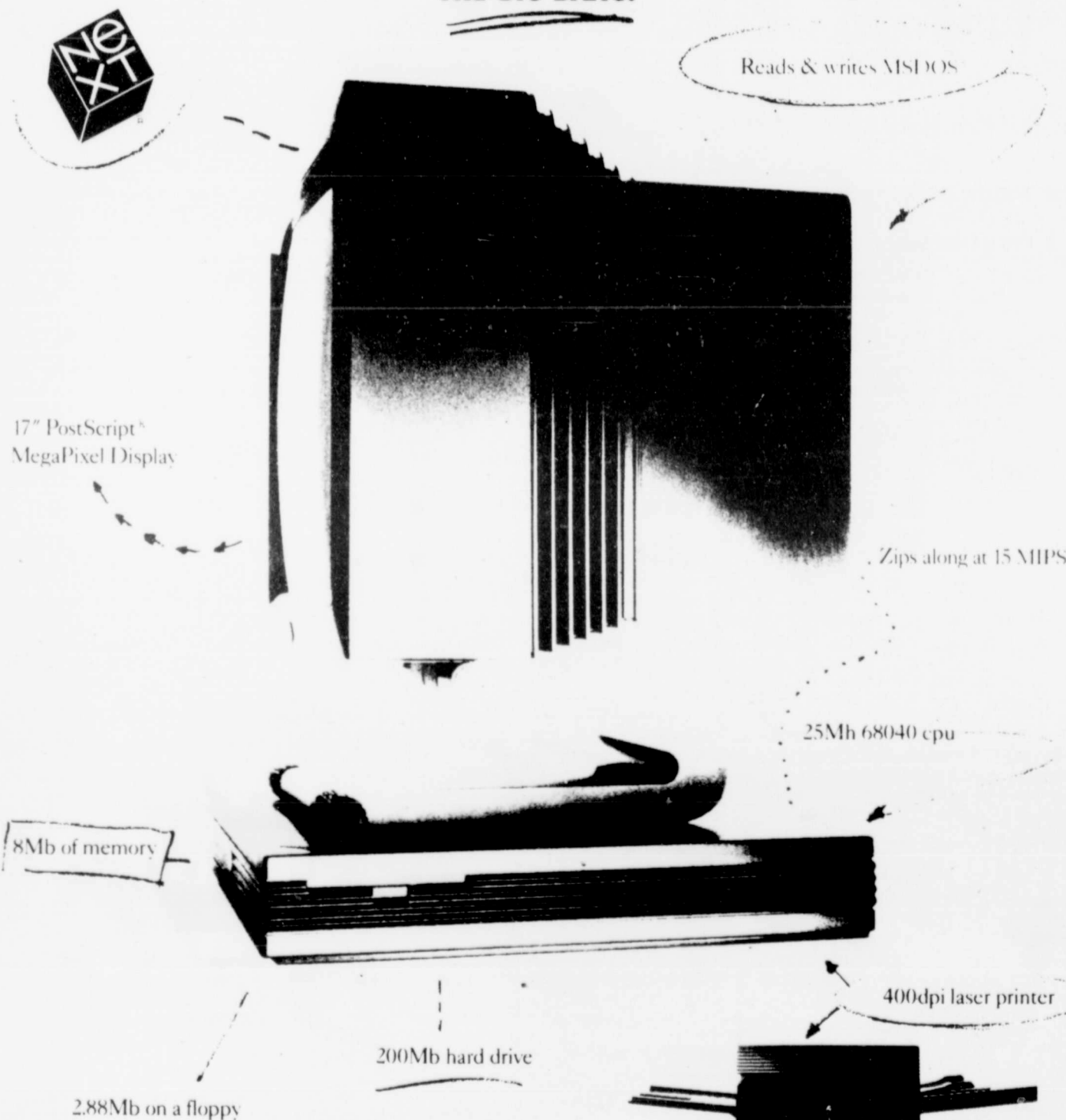
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Thanks!  
Dave



## TOYS

From page 1  
books from Lekotek that give ideas for toys, along with directions on how to build them.

Katie Wheeler, founder and coordinator of the local branch of the national Lekotek program said it originated in Sweden, and the word is Swedish for "play library."

The program has been operating in San Luis Obispo for about two-and-a-half years.

Lekotek is a play library. Easter Seals has a selection of toys that can be checked out on a monthly basis by families with children who have special needs.

Most of these children have physical or mental handicaps. Their ages usually range from several months to eight years. The toys they receive from the library are chosen to fit the specific needs of each child.

Wheeler said she meets monthly with about 40 families to evaluate the progress of the children and to check out new toys to the families.

Wheeler emphasized the im-

portance of family involvement in choosing the toys.

"The toys are there to reinforce relations and encourage interaction in the family," she said.

Parents and children share in the toy-selecting process whenever possible.

"The parents must also enjoy the toy for the system to work," Wheeler said.

Children need to have toys that they like, but the parents must feel that the child would benefit from the toy, she said.

Some of the more popular toys include: activity boxes, stacking games, matching games, board games and manipulative toys such as blocks.

"Board games are important because they encourage interaction and social skills," Wheeler said.

There is no application process to join the Lekotek program.

The only stipulation is that you have a child with a special need, Wheeler said.



Dana Leavitt presents coordinator Katie Wheeler with a toy which will be checked out by local families. PATRICIA MCKEAN/Mustang Daily

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### Greek News

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### BIKER DATES!

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### Roger Martinez

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Order of Omega

Congratulations!! To Sister  
CHERYL BELL on her pinning  
to Lambda Chi JIM MURPHY!  
Love, ALPHA PHI

### Greek News

### KAPPA SIGMA PLEDGE

### MATT GARDENER

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time on the Tour De La

YBB

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### MIKE HARLEY

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## Streaker spices up a SLO afternoon

By Bill Moughan  
Special to the Daily

A man disrobed and ran naked down Parker Street, near Smart & Final, Wednesday afternoon.

Pam Veagher, an employee at the Old Mission Thrift Store, saw the nude man and phoned the police. A county sheriff's officer responded to the call and held the suspect until San Luis Obispo Police arrived. Officer Rick Crocker, of the

SLO Police Department, reported that the man said he wanted to unfetter and purify himself in the eyes of God.

The suspect was taken to the County Medical Health Clinic for a 72-hour observation and evaluation.

## SAFE SEX

From page 4  
condom, he said.

The main concern in a short-term relationship is to make sure a condom is used. "It is not necessary to discuss past sexual relationships," Wells said.

This seminar on protecting yourself by becoming familiar with open discussion of sex is featured as part of Women's Week.

The discussion will take place from noon to 1:30 p.m. in the University Union, room 219.

## BAKER

From page 1  
143,355 students.

Despite the differences in pay, Drew Mendelson, spokesman for the CSEA, said that the trustees' logic in this situation is ridiculous.

"What in God's name are they doing by giving the man they brought in to handle the budget crisis a 17 percent pay increase right away?" Mendelson said Tuesday. "It sets an outrageously bad example."

"I can understand (pay raises for administrators) in normal economic times, but these are not normal economic times," he said. "Employees are facing salary freezes and layoffs."

The CSU is planning to eliminate 864 non-faculty staff and more than 400 faculty members from the payroll with a variety of measures, including layoffs and early retirement programs.

The trustees also accepted a recommendation from their Personnel Committee to change the salary range for CSU presidents. The new range is \$120,000 a year to \$145,000 a year. The previous salary range was \$116,000 a year to \$124,000 a year.

Bentley-Adler said the trustees' Personnel Committee recommended this range on the basis of the findings of a nationwide survey conducted by Towers, Perrin, Foster and Crosby, a personnel consulting firm.

Bentley-Adler said that no pay raises actually have been approved yet for any campus presidents.

"Later on down the road when the presidents are reviewed (by the trustees), the new salary range will come into effect," Bentley-Adler said. "There's no time frame for instituting salary increases right now."

Bentley-Adler said the trustees felt the campus presidents, like the chancellor, have been underpaid in comparison to top administrators in other university systems.

The UC spokesperson said salaries for UC chancellors (equivalent to campus presidents) range from \$143,700 a year to \$211,000 a year. Jones said the salaries for campus chief executive officers (equivalent to campus presidents) of University of Texas range from \$94,000 a year to \$174,000 a year.

Bentley-Adler said any in-

creases in a CSU president's salary are not automatic, but subject to review by the trustees.

Trustees review the salary of campus presidents every year.

Nevertheless, the trustees' actions prompted Young to write letters to all campus presidents, including Cal Poly President Warren Baker, urging them to decline any pay raises.

In the April 7 letter, Young asked that Baker "publicly take a stand against this diversion of funds and renounce any salary increase for yourself until the budgetary health of the CSU has been restored."

Baker, however, said that the letter was "irrelevant and based on erroneous information."

"People have assumed that now all presidents will get pay raises," Baker said Tuesday. "That's not the case. I haven't been notified that I will get any pay raise. I don't expect to."

In addition, Baker said he believed that CSU Interim Chancellor Ellis McCune would not recommend changing the salary of any CSU presidents at the next trustees' meeting in May.

"The chancellor's recommendation that I have been told is

that no changes (in presidents' salaries) will be made because of the financial condition of the state," he said.

Baker, however, refused to speculate on what he would do if the trustees recommended a pay raise for him after his next review.

"I doubt that will happen," he said. "It's a moot question."

Although Baker's current salary of \$124,020 a year is at the top of the old presidential salary range, Baker said his salary is actually lower than what it used to be.

Baker said his salary in January 1990 was \$130,000 a year, but in April 1990 it was changed to \$118,000. His salary, as well as the salary of other CSU administrators, faculty and staff, was boosted five percent on January 1, 1991.

Meanwhile, Robin Wilson, president of CSU Chico, offered a qualified defense to the new salary range.

In an April 12 response to Young's letter, Wilson stated that the new salary range "may in time elevate the wages of some of our newer presidents, who are clearly undercompensated by

any fair comparison with others similarly employed elsewhere in the nation."

Wilson also wrote, "One might well argue that those figures (the salary range) are too great; that is not for me to judge."

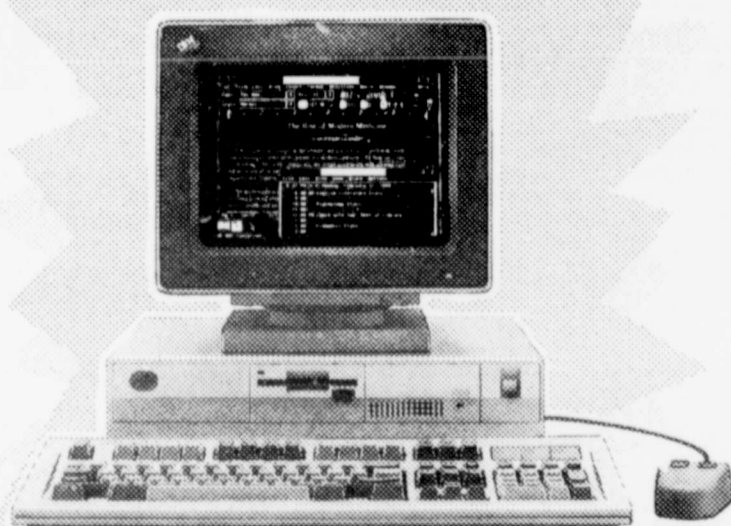
Taylor, however, strongly said that neither Baker nor any other CSU administrator should accept a pay increase should one come their way.

"I think he should definitely refuse a raise," Taylor said. "I think all of them (presidents and the chancellor) should."

"Granted, it (the money from increased salaries) may only amount to about \$200,000, but that's \$200,000 that's not going to other programs."

Taylor said he and his staff are writing a letter to the trustees to protest the increases. In addition, he said he plans to bring a resolution before the ASI Board of Directors in the coming weeks that will request Baker to decline any pay increases and ask the trustees to reconsider the chancellor's raise.

"It'll be a strong statement that students at Cal Poly do not condone this measure when we're facing cuts," Taylor said.



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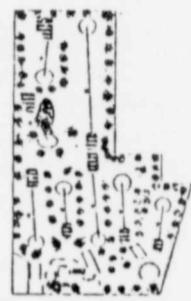
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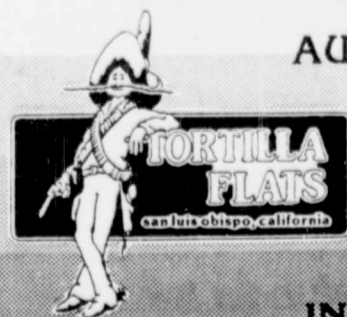
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**Contributing Writers:** Patricia Allen, Amy Alonso, David Bock, Mary Frederisy, Sabrina L. Garcia, Jamie Kerhlikar, Christine Kohn, Grant Landy, Anne McMahon, Meredith Rehman, Shea Roberts, A.J. Schuermann

**Contributing Photographers:** Sherry L. Gurtler, Hans Hess, Patricia McKean, Jon Rogers, Simon Smith

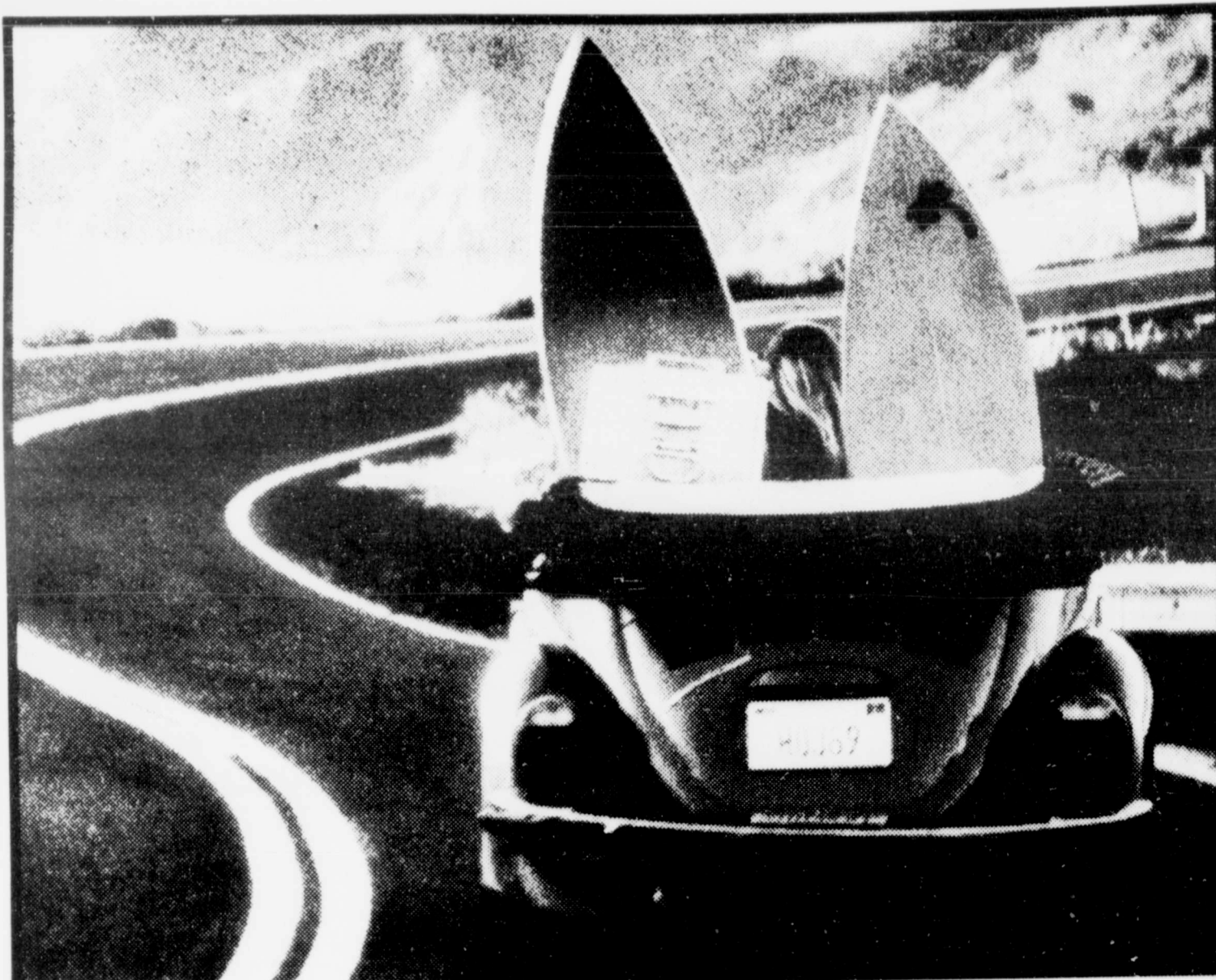
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## We can explain this

by Patty Hayes and Tara Murphy  
Editorial Staff

*Mustang Daily* is proud to present our 75th anniversary special edition. Yes, 75th. Or is it 85th? As we discovered that it was our anniversary, a great debate arose over whether it was our 75th or 85th anniversary. Well, after much research and deliberation ... we're still not sure.

Let us explain.

The *Polytechnic Journal*, Cal Poly's first student publication, was actually published in 1906. A little quick math would lead you to think it is our 85th anniversary. That publication, however, did not evolve into *Mustang Daily*. It developed into what is now *El Rodeo*, Cal Poly's yearbook.

But, in 1916, a small group of students got together to create a primitive, carbon-copied newsletter called *The Polygram*. That publication later became *El Mustang*, and that turned into *Mustang Daily*.

There. Now that we've got that all straightened out, a few words on what's inside.

In the next 28 pages, you'll find a collection of stories about the past, present and future of Cal Poly and *Mustang Daily*. Grant us a little indulgence — it is our 75th anniversary, after all. We hope that from this you will gain a little insight on how, when and why we produce this paper five days a week. Along with that we present some of the people behind the scenes, people you know and we know and people that shape the face of this campus.

But beyond that we hope to give you some background on the university today known as Cal Poly. Through the years it has seen changes — from army barracks by the Dexter building to going co-ed to the end of Poly Royal.

While we're on the subject, let's talk about the now-deceased weekend of fun and festivities.

This publication is not to replace our Poly Royal issue. It is much smaller and more focused on the university and its legacy.

We are all aware of the age-old cliché that those who do not learn from history are doomed to repeat it. Let's hope that we learn from recent history, specifically, last year. Poly Royal will be mourned until a suitable and similar replacement can be implemented. For the sake of the alumni, businesses and campus organizations, and for the sake of the university itself, let it be soon. For the sake of all those affected, don't make us do a 76th anniversary issue.

## On The Cover

Photo Editor Jon Rogers created this collage of *Mustang Daily's* tools of the trade.

The postcards span the years of Cal Poly's history and the "yell leader" snapshot is from the early 1960s.

They were loaned by University Archives.

Jon captured this shot with his Hasselblad 500C equipped with a 50 mm Zeiss Distagon CF lens on Fujichrome 50 film.



# Poly Royal memories linger despite event's cancellation

by Anne McMahon

If this is your first spring quarter at Cal Poly, you may never know what you are missing. Unlike in the previous 58 years, the spring of 1991 will come and go without the extensive preparations, exhibits, throngs of visitors and excitement that once was Poly Royal.

Ironically, last year's Poly Royal was one of the most successful ever for its daytime on-campus events, but most will remember it for what happened off-campus after night fell.

Both Friday and Saturday nights of last year's Poly Royal weekend were marred by riots resulting in violent clashes between law enforcement officials and crowds of people, mostly college-aged and younger.

The headline of a page-one story from the Monday, April 30, 1990 *Mustang Daily* read "Riot erupts at Poly Royal," and another story in that day's paper was headed "Friday riot near Poly causes vandalism, injuries."

The stories tell of how some members of the crowd gathered Friday night at Kentucky and Fredericks streets. Rioters, estimated by police to number 1,000, vandalized vehicles, set objects on fire and used a stop sign to break the windows of the Campus Bottle Shoppe on the corner of California Boulevard and Hathway Avenue. Others in the crowd threw beer bottles and chanted "Free Beer! Free Beer!" as some of the rioters tried to unlock the front door of the store. Employees responded by tossing champagne bottles into the crowd to keep people from looting the store. There were 29 arrests on Friday night.

In response to Friday night's experience, officers from as far away as Santa Barbara joined a task force of local police, sheriff and CHP officers, totaling more than 120, many in riot gear. They used tear gas, water-cannons, trained dogs and a police helicopter to control the crowds on Saturday night.

But even with this massive preparation there was more trouble.

By early Sunday morning, windows were

broken at several businesses in the Foothill Square area, 82 arrests had been made and the city's three hospitals reported treating more than 140 people for cuts, head injuries and dog bites.

Sierra Vista Regional Medical Center, the hospital nearest the riot's center at California and Foothill boulevards, treated more than 100 high school and college-aged people.

"Poly Royal canceled 'indefinitely'" was the banner headline on the front page of the May 1, 1990 *Mustang Daily*. The story recounted an April 30 press conference held by Cal Poly President Warren Baker, Vice President for Student Affairs Hazel Scott, then-ASI President Ricardo Echeverria and Poly Royal Board Superintendent Scott Hublou.

At the press conference Baker said, "Poly Royal, as we've known it, will not be brought back."

Hublou, however, made a distinction between the weekend violence and the actual Poly Royal events.

"The on-campus events never went as smoothly, due to the great cooperation between students and the community."

In the same edition, a page-one story headed "127 arrested in 'Royal' mayhem" cited damages estimated at \$50,000 and the 127 arrests made between Thursday and Sunday nights as "two reasons this year's Poly Royal will be the last for a while." The article quoted San Luis Obispo Police Chief Jim Gardiner who said the rioting was "the absolutely most disruptive thing we've (the SLO Police Department) ever dealt with."

Gardiner said that the 82 arrests made on Saturday set a new record for a single day's arrests.

"Alcohol is part of the fuse that lit this," Gardiner said.

In a prepared statement responding to the indefinite cancellation of Poly Royal, Gardiner said he could not "knowingly subject members of my department, other public

safety agencies, and the citizens of this city to the inherent dangers presented by the last two years of Poly Royal."

The on-campus success of Poly Royal weekend in 1989 had also been overshadowed by incidents of off-campus violence. During the 1989 festivities, a party at the Cedar Creek Village condominiums got out of hand and turned into a confrontation between law enforcement officials and party-goers. Police from all over the county were called in after members of the San Luis Obispo Fire Department responding to a false alarm at the Stenner Street complex were pelted with rocks and bottles thrown by the crowd assembled on the roof and the ground.

In an article from the May 2, 1989 *Mustang Daily* headlined "Riot aftermath prompts debate", San Luis Obispo firefighter Capt. Gary Hagerty, whose engine responded to the call, said, "I haven't seen a hostile crowd like that before."

Hagerty said the reason the party had erupted as it did was because of a "lack of maturity and too much alcohol."

Two days later, the May 4 *Mustang Daily* quoted San Luis Obispo Crime Prevention Coordinator Stephen Seybold in an article headed "Police had royally busy weekend."

Seybold said, "This was the busiest Poly Royal ever for the San Luis Obispo Police Department."

Just a few days earlier, in the April 28-29 Poly Royal Edition of the *Mustang Daily*, Seybold, who had expected off-campus parties to keep police busy during Poly Royal said, "We have hired additional officers and many will be working overtime."

A 1989 Poly Royal promotion by local beer distributors had coined the phrase "party royal" which showed up all over San Luis Obispo on beer posters and displays, an indication that the social and commercial aspects of Poly Royal had begun to compete

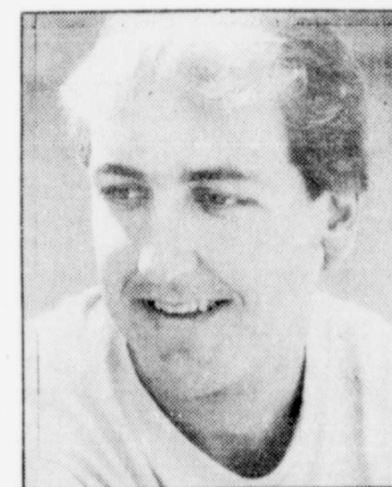
See POLY ROYAL, page 8

**Q:** Should Poly Royal be reinstated?



"Yes, because it gave clubs a chance to gain money and recognition. But if it's just a big party then we shouldn't have it."

**Lisa Didonna, materials engineering junior**



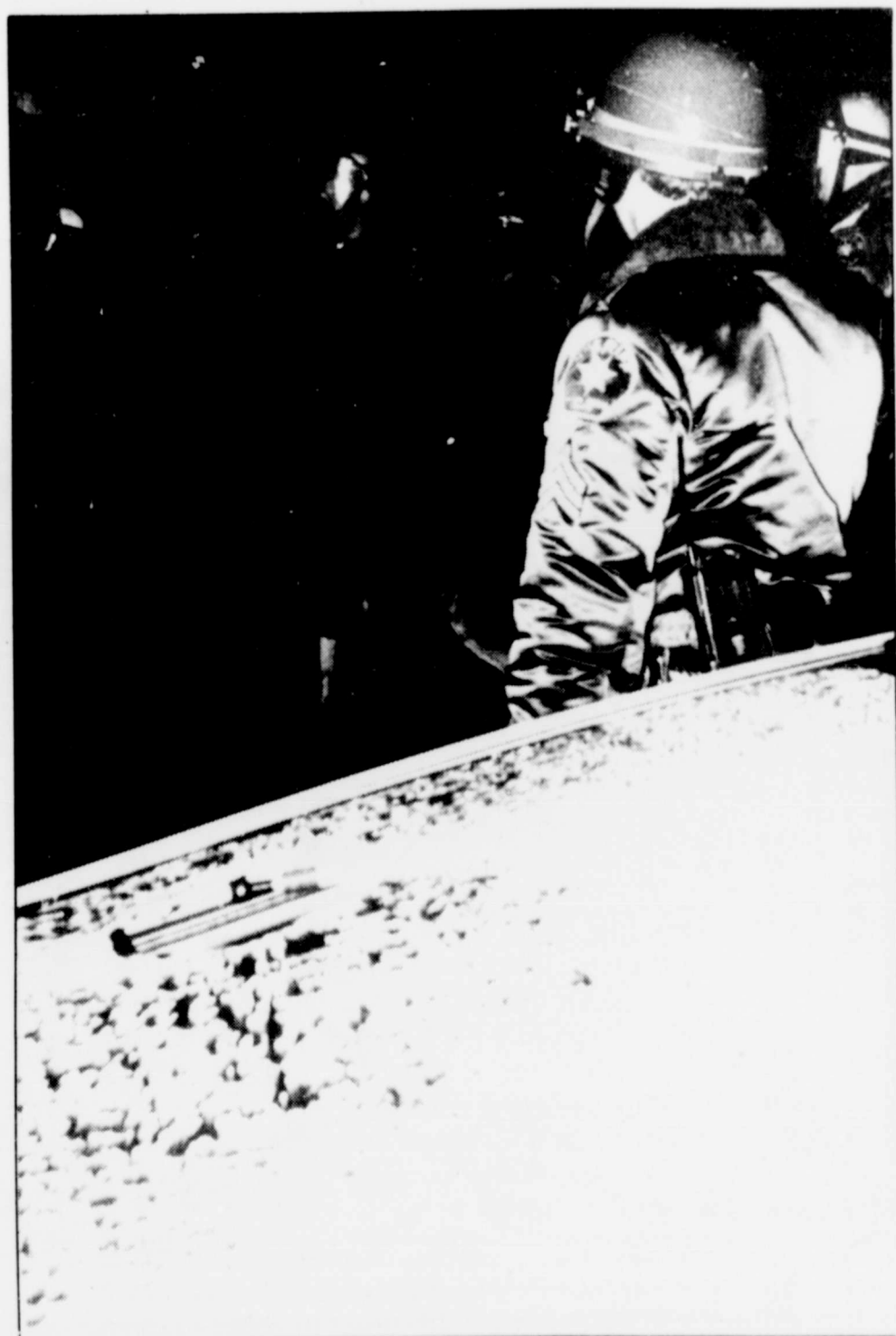
"Yeah. It was valuable for students and clubs. It was a good way to show what students are doing. It gets the community involved and working together with students."

**Hans Gustavson, IT senior**



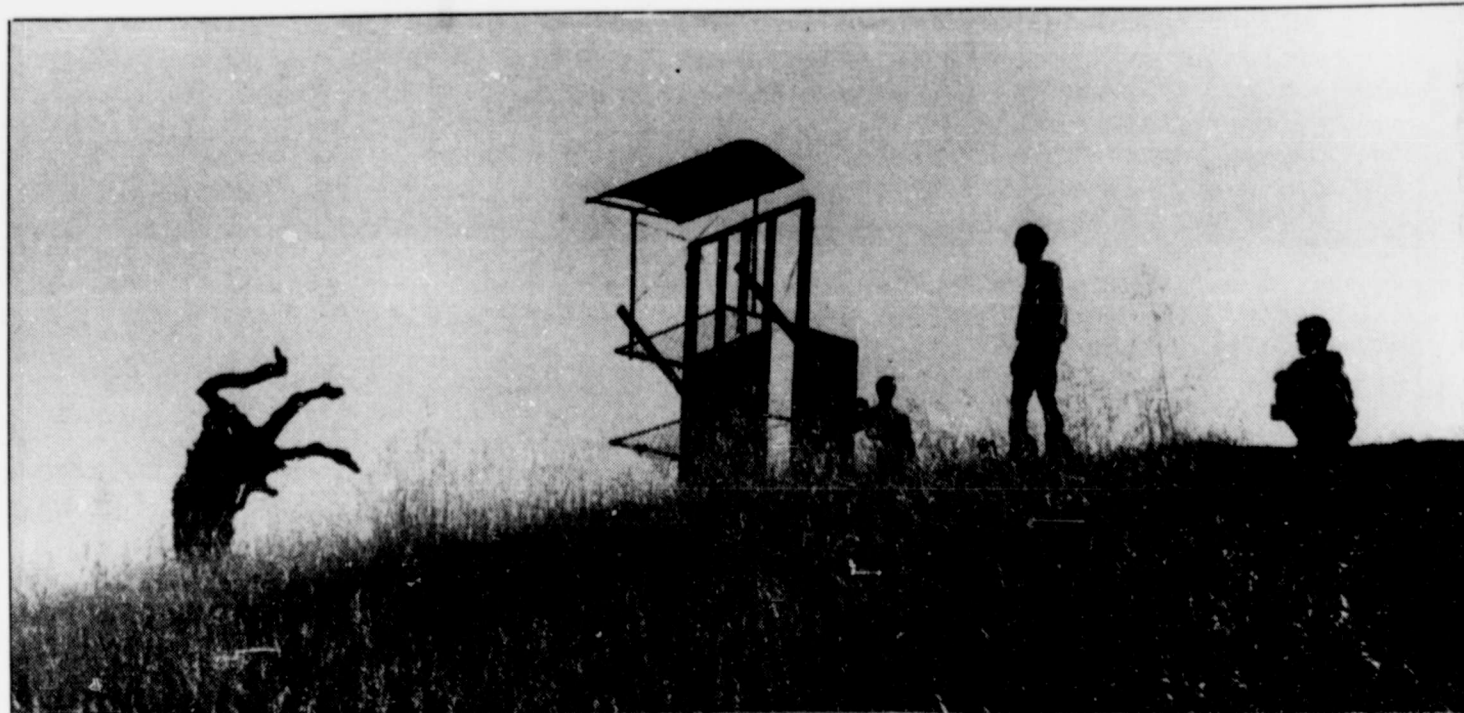
"It'd be nice. It's a big social event. You get to meet a lot of people."

**Steve Stokes, PE junior**



*Poly Royal nighttime riots (left) sharply contrasted with the traditional open house in Design Village.*

(FILE PHOTOS)







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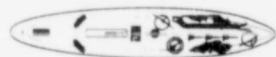
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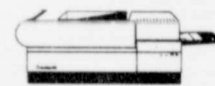
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**Q:** Do you feel you get adequate coverage in the Daily?



"Yes."  
Gwen  
the sheep



"Moooo-re  
than enough."  
Florence  
the cow



"No, not really."  
Trevor the Horse

# Agricultural Journalism

*The art of explaining life's necessities.*

*by Amy Alonso*



COURTESY OF UNIVERSITY ARCHIVES

The ag journalism program's early days. (Notice the man cleverly spliced in the foreground by the original photographer.)

Without food, clothing and shelter, life would cease to exist. Agriculture plays the most vital role in producing those necessities of life. However, as new generations are getting further and further removed from their agricultural backgrounds, they are forgetting just how vital that role is.

Agricultural journalism is an attempt to help educate those who have forgotten the role of agriculture, and to help teach the complicated issues surrounding the industry.

The agricultural journalism department was started at Cal Poly in 1950 to train students for jobs as writers, editors and advertisers in agriculture.

Robert E. Kennedy, the Cal Poly journalism professor who developed the program, said, "Agricultural journalism is an area in which there continues to be a great need. There are a lot of people who know very little about agriculture."

Kennedy designed the agricultural journalism curriculum in 1948 as his master's degree dissertation at Stanford University. The curriculum was adopted by Cal Poly in 1950, and the new department was formed. Five of the eight state universities at the time had journalism departments, but none had agricultural journalism. Cal Poly opted for agricultural journalism for that reason.

The 1950-51 Cal Poly Catalog stated that "While ordinary fields of journalism tend to be overcrowded, there is a definite shortage of journalists with agricultural backgrounds."

Ken Kitch, an agricultural writer from Texas, became head of the new department. Kennedy continued to teach journalism classes and later became president of Cal Poly in 1969, where he stayed until 1979.

Before the department was formed, there was not any kind of journalism department. Journalism classes were taught by Kennedy as electives offered through the Science and Humanities Division.

In 1960, the agricultural journalism department was changed to technical journalism. Agricultural journalism became one concentration offered in the department. The curriculum, however, has not changed much since its development.

Agricultural journalism students are exposed to five basic agriculture classes along with a number of general journalism classes and practical reporting experience. Agriculture classes give students background on agricultural production and practices so they will be able to write knowledgeably about such subjects.

General animal science, crop science, soil science and food processing are some of the classes taken by students. Three hour labs are required with each class, so students can get hands-on experience.

Students are also required to take journalism 205, an agricultural communications class created and taught by journalism professor James Hayes. He started up the class in 1979 and has been the only professor to teach it. Ten professionals in the agricultural industry speak and interact with the class throughout the quarter. Mark Linder from the California Farm Bureau Federation, and San Luis

See AG JOURNALISM, page 18



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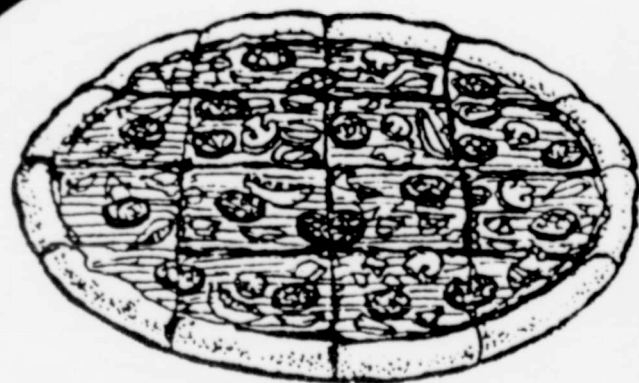
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## POLY ROYAL

From page 5

with, and possibly overshadow,  
the emphasis on academic and  
other university achievements.

The phrase was referred to in  
the May 15, 1990 *Mustang*  
*Daily* headline "Poly, city seek to  
prevent second 'party royal.'" Gardiner was quoted in the article as saying, "Poly Royal is good, but it should be Poly Royal, not party royal."

Early this month, Alan Yang, associate vice president of student affairs, reflected on the decision to cancel Poly Royal. He said that the 1989 incident was seen as a "potential precursor" to what might happen in 1990, and that the Poly Royal Board took "extensive pains" to prevent similar problems from happening the following year.

"In retrospect, the university and city did as much as they could to prevent what happened (at Poly Royal 1990)," Yang said.

A January 29, 1990 *Mustang Daily* article detailed a nine-step plan which the Poly Royal Committee was working to implement in an effort to change the focus of Poly Royal in 1990.

The plan included: banning the sale of any alcohol-related paraphernalia — shot glasses, beer mugs or T-shirt which refer to drinking — at Poly Royal, meetings between the committee and beer distributors aimed at preventing advertisements like the "party royal" ones of 1989. The plan also put into place a "Drink Responsibly" campaign.

Additionally, the plan included a brochure and press releases to be sent to other college and local newspapers which emphasized the positive aspects of Poly Royal.

Citing that a great potential for damage and injury existed

See POLY ROYAL, page 18

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## Q: What adjective best describes the paper?



"Conservative."

Elayne Takemoto, journalism sophomore



"Entertaining."

Shannon Fife, business senior



"Short."

Brian Conner, business senior

# Piecing together the ethical jigsaw

by Christine Kohn

Reaching over the *Mustang Daily's* front desk, I felt a strong grip meet mine. "Mike East," he said.

Click.

"Oh ... Won't you come into my office?"

He was accompanied by his friend Glenn, and they followed me to the back of the newsroom. I closed the office door.

"You probably know why we're here," he said.

"No."

"We want to know why you printed the story," he said. "We want an explanation."

The two students had been jailed a day earlier by the County Narcotics Task Force for alleged marijuana cultivation. One of the students was arrested in the middle of a morning lecture. The *Daily's* opinion editor was there to see it.

When we heard about the incident, the investigative editor called around to find

out more information. By midafternoon we had enough material for a story.

A call.

"Don't print the story," my friend said on the phone. "It's going to hurt the guys. Printing the story will ruin their reputations in the eyes of their peers and professors, and they haven't been proven guilty."

A decision to make.

Perhaps some professional journalists would not hesitate to print a story like this. The facts of the arrest are public record, and libel protection is in place with the word "alleged" adequately peppered throughout the story. But as student journalists, we have the opportunity to question what professionals do not and exercise idealism that is left mostly to the young.

It is an ethical dilemma which may not be as exciting as deciding whether to print the sex secrets of a congressman, but it is a

situation which student editors often face.

Each editorial staff handles these decisions differently. There is no handbook of correct ethical decisions. But there are techniques to work through difficult situations, guided by a plan that maintains relative objectivity in gray situations.

A meeting.

The editorial staff congregated around the newsroom's old sofa. We began an ethical decision-making process I learned last summer in a Georgetown University media ethics class and influenced by a seminar put on by a media studies organization called the Poynter Institute.

The process began.

I objectively explained the situation, from the arrest to the phone call, and asked members of the group to fill in any information that might be missing. We waited until every editor understood the

circumstances of the arrest, the story in progress and the concerns surrounding it.

We discussed our obligation to the community we serve.

Definitions of community differ from newspaper to newspaper. The cynical argue that most editors are motivated primarily by a community called "money." It is unfortunate. Catering to money can mean either going for the sensational story to generate sales or staying away from the controversial in order to keep advertisers.

While *Mustang Daily* is supported by advertisers, never once have I seen them interfere with an editorial decision. Although a publishers board comprised of journalism department professors oversees the newspaper, board policy states that

See KOHN, page 14

## A reporter's viewpoint...

by David Bock

During my daily adventures as a Cal Poly undergrad, I frequently overhear fellow students complaining — sometimes rather harshly — about our now 75-year-old *Mustang Daily*.

That's quite understandable in light of the occasional enormous and embarrassing mistakes that occur within its pages.

But generally though, most of the comments are quite unreasonable and display nothing more than a total lack of knowledge about what newspapers, and specifically the *Daily*, are supposed to do.

So, just to try and clear things up a bit, here are a few of the things to keep in mind next time you feel like going off.

*Mustang Daily* is the only daily college newspaper in the country that is completely run by students. Indeed, every element of it — writing, editing, advertising and printing — is handled exclusively by students.

Consequently, and contrary to popular belief, all editorial content is solely determined by the student staff.

Professors, other students and various campus groups are forever erroneously assuming that there are things we simply must print; that the *Daily* is no more than some special interest bulletin board ready for their every whim.

Not true. Being completely student-controlled means that we are not obligated to print anything we don't feel is newsworthy.

It also means that when an important story breaks, even one that is potentially detrimental to the university administration, for example, we can print it. We don't have to get permission from our own faculty adviser or anyone else, for that matter. And that type of freedom goes a long way in avoiding the

subtle, faculty-instigated or administration-sponsored censorship that occurs in many college papers.

Simply put, it means that we can bring you the news you need to stay informed, regardless of what that might entail.

Aside from understanding the issue of editorial content, however, it is also important to keep in mind the function the *Daily* serves as a class.

All journalism students, except for those with a broadcast concentration, are required to write for the paper for at least one quarter, each of whom must submit 18 stories — two per week — under strict deadlines.

In that capacity, the paper serves basically as an extended lab where students can explore the various facets of news writing. That, after all, is really the fundamental purpose of the *Daily*. It's a learning experience for all of us.

I hope that doesn't seem too simple, though, because if you haven't tried it, put your money where your mouth is — it's no easy feat. Sometimes all you get is an afternoon to contact your sources, get the interviews or other information you need and write the story for deadline. And just when you heave a sigh of relief for being done, your next deadline is fast approaching.

The fact that *Mustang Daily* is a class also has other implications. Primarily what it means is that the turnover rate for reporters is high. Just as most students start feeling comfortable with news writing (which, if you don't already realize it, is extremely different than other writing styles) the class is over and they move on.

Some reporters do hang around and continue to contribute, many of whom become editors. But they too, typically

See BOCK, page 20

## A manager's viewpoint...

by A.J. Schuermann

I believe the *Mustang Daily* deserves a sincere standing ovation for all the years it has provided a respectable and free newspaper for Cal Poly's students, faculty, and staff.

This award-winning tabloid has been called the "Mistake Daily" and the "Mustard Daily" by the sullen members of the Cal Poly community, but these bitter men and women would sigh and cry if there were no *Mustang Daily* to read and mock every morning. With all due respect to everyone who has ever been a part of this newspaper, this column is dedicated to the "Mustard Daily," the "Mistake Daily," and last but not least, the "Mustang Daily," which celebrates its 75th anniversary this year.

With rising tuition fees and budget cuts, it is important to acknowledge that the campus newspaper is one of the few things at Cal Poly that is not subsidized by student fees, and this is because it is financed by its advertising sales. Indeed, this free press is expensive, and sometimes I think that if *Mustang Daily* had a nickel for every complaint or insult it has received, it would have loads of cash.

*Mustang Daily* can play newspaper and act like a free press, but it always must be aware that there are people who want to keep a leash on the campus news and opinions. If it ever severely slammed the administration, *Mustang Daily* would most likely have an ugly showdown with some big decision-makers on campus. It is, after all, the most powerful source of information on the Cal Poly campus, and it is well aware of that power. Fortunately for those who believe in a free press, *Mustang Daily* is not owned or governed by anyone or anything but is more or less occupied each year by about one

hundred students. Since 1984, I have seen *Mustang Daily* occupied by four different business managers, at least 25 editors, 50 ad reps and more than 200 reporters.

But I'd like to get down to business. As business manager, I frequently am irritated by condescending complaints about alcohol advertisements in *Mustang Daily*. Often, the sentiment seems to be that *Mustang Daily*, as a powerful influence on the Cal Poly community, should exercise discretion in running alcohol ads, so as to prevent another Party Royal. Ironically though, due to the loss of this year's Poly Royal revenue, *Mustang Daily* now needs to run even more alcohol ads to help finance the paper. Equally important, however, is the fact that the censorship of advertised news is unacceptable in a free press. If this was not the case, and alcohol ads were censored, then not only would we be unconstitutional hypocrites, but we would also be feebs for rejecting this revenue. And of course, everyone would have to pay a nickel for a *Mustang Daily* if the newspaper couldn't afford to be a free press.

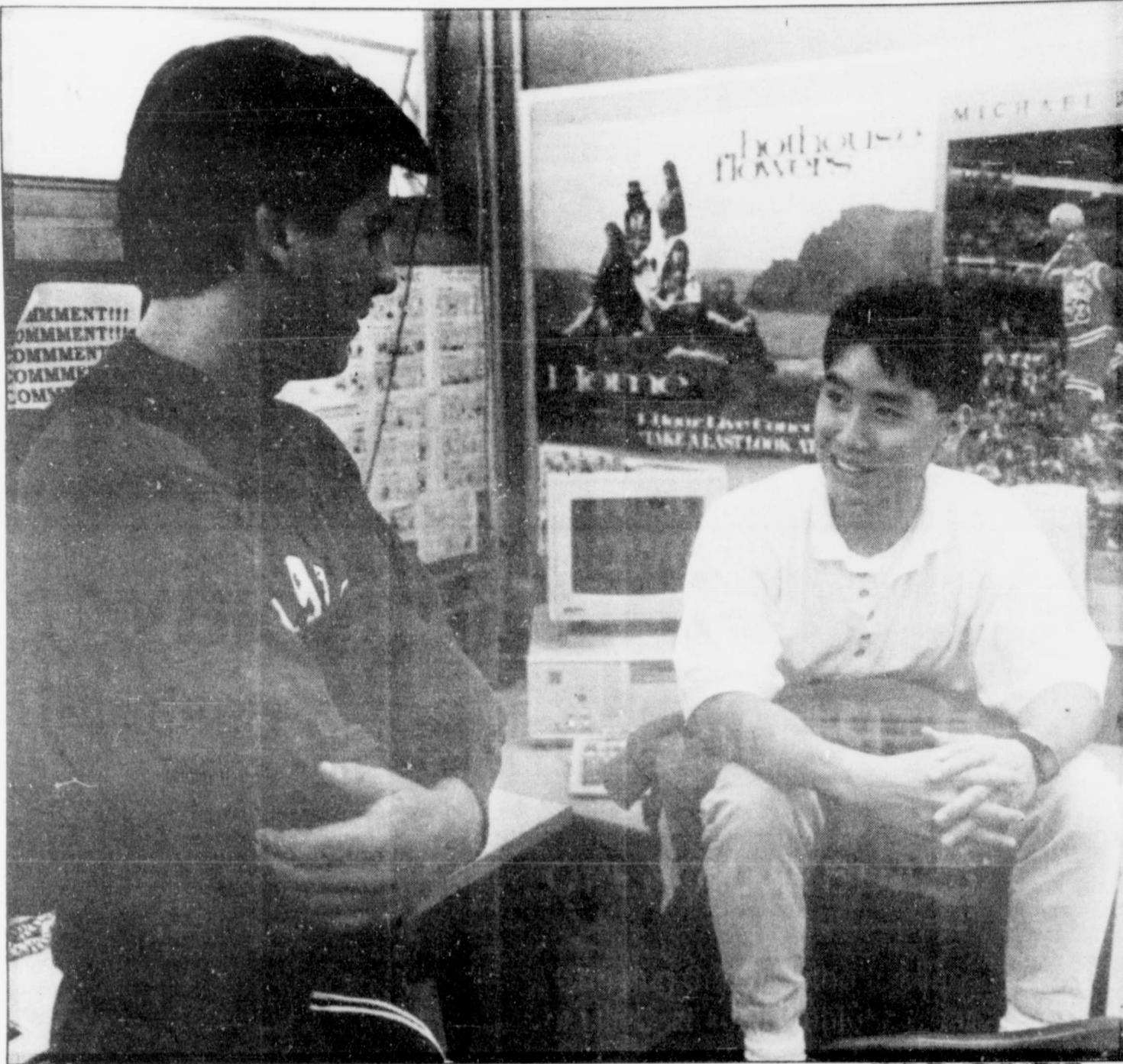
It is no secret that times are hard for newspapers nationwide, and this year *Mustang Daily* has been riding on the 1991 fiscal roller-coaster. Huge university budget cuts have now guaranteed that *Mustang Daily* will continue to fend for itself, and to understand the significance of this situation, one might speculate how difficult it is to convince advertisers that they inevitable must spend their way out of a recession, especially when these local advertisers also are suffering from the loss of Poly Royal revenue.

Now, because *Mustang Daily* is an

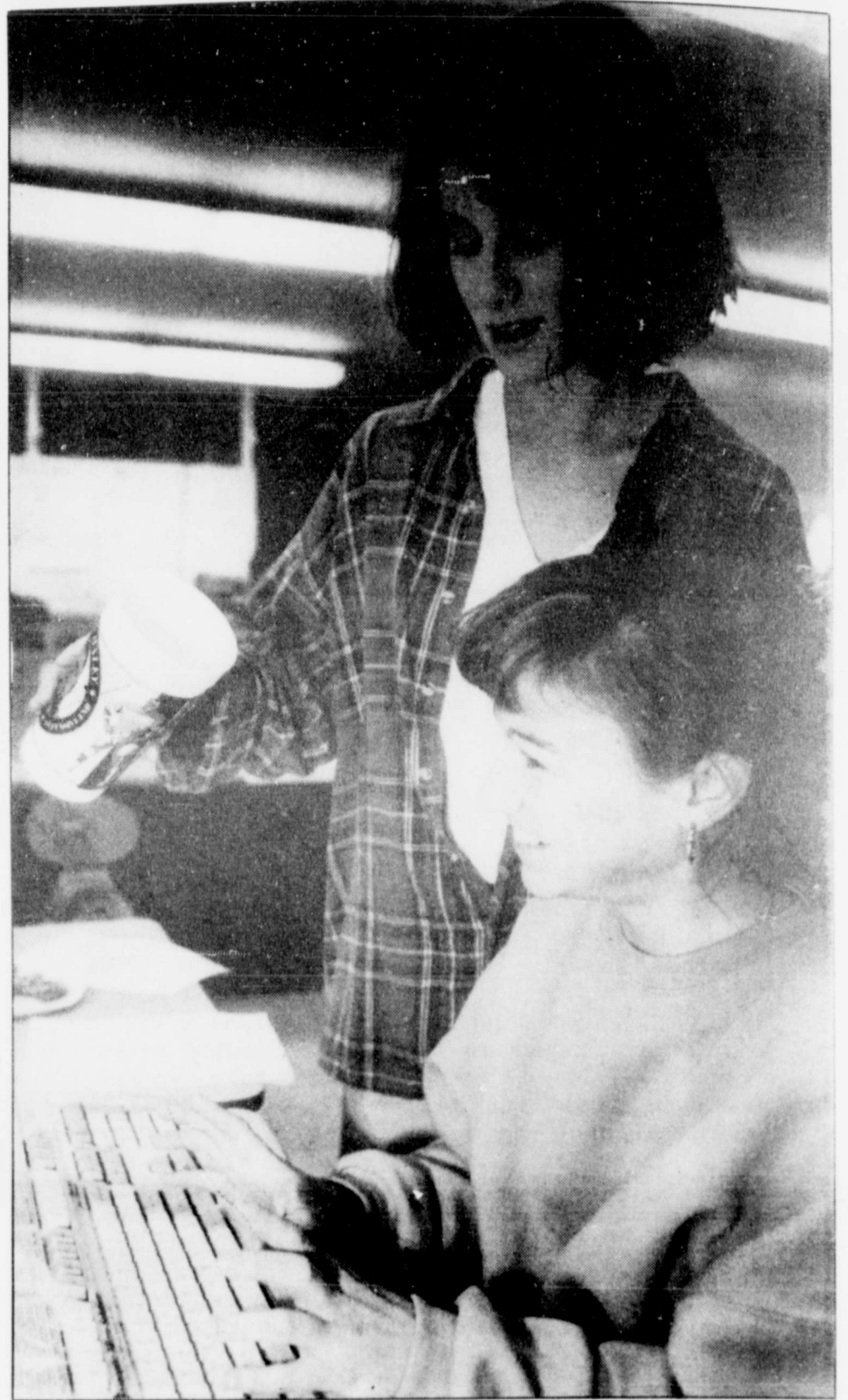
See SCHUERMANN, page 20



# INSIDE...



JON ROGERS/Mustang Daily



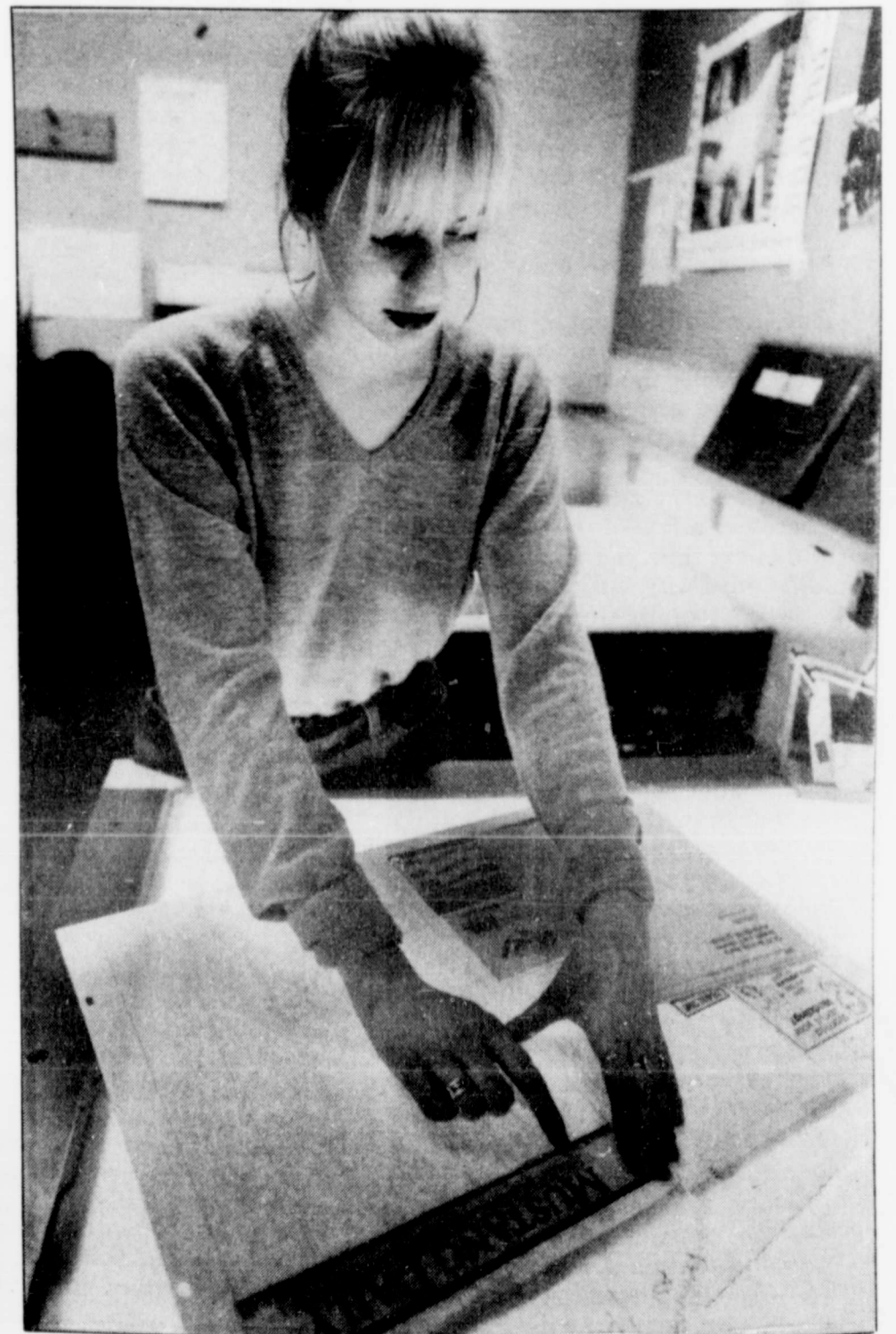
HANS HESS/Mustang Daily



## Reporters ...



SHERRY L. GURTLE/Mustang Daily



HANS HESS/Mustang Daily

This page — Above left: Insight Editor Glenn Hom assigns a story to reporter Geoff Seratti. Above: Managing Editor Tara Murphy threatens reporter Karen Travis who is past deadline. Below left: Freelance Editor Patty Hayes edits a story with the reporter over the phone. Below: UGS employee Erika Schoenhoff pastes up the pages of *Mustang Daily*. Next page — Top: The press prints and folds 8,000 copies of *Mustang Daily*. Bottom: UGS Web Crew members Tina Hallstrom, Pat Montgomery and Teale Rhodes prepare the newspaper for delivery.



# The Daily Grind

## The Making of Mustang Daily

by Jamie Kerhlikar

Students have heard Cal Poly's infamous phrase "learn by doing," but now it is time to learn by reading.

Everyday people learn about activities on campus by reading the *Mustang Daily*. How about reading to learn about the making of the newspaper and who are responsible for bringing the paper to the community Monday through Friday?

A fast-breaking story hits the newsroom of the *Mustang Daily*. How does it get there? A reporter is assigned to cover the story. Who assigns it? The story is written and edited. What does that involve?

It is a long and complicated process to produce the *Mustang Daily*. Many students do not know that the stories are generated by Cal Poly people, the paper is produced by Cal Poly students and it is printed right here on campus.

The making of the *Mustang Daily* takes a lot of hard work and combined efforts of the journalism department and the graphic communication department.

The paper begins with an idea in a reporter's head or information furnished by a campus source. Tara Murphy, the managing editor is in charge of assigning stories to the reporters and photo assignments to photographers. Murphy gets her ideas for stories by reading other news sources and applying important issues to Cal Poly's campus. She also watches billboards on campus and talks to people to find out what they would like to read about.

After a story idea is approved and assigned, the reporters go into the field and interview sources. When all necessary information is gathered, the reporters write the stories. The reporters usually have about one or two days to complete the article. Deadlines are at 11 a.m. sharp each day.

The entire editing process begins every day after the reporters' deadline and ends eight hours later. The editors read the stories for errors and make sure the information to be printed is accurate and balanced. This is done by calling reporters to verify information and clarify vague statements in the story. A story is usually read three times for accuracy, each time by a different editor.

Once the story is approved,



the editors format the stories into columns and write headlines. The editor-in-chief, Christine Kohn, designs the layout of the paper depending on how much space is needed for advertising and photos. Once the editorial staff is finished, the layout sheets, photos, illustrations and formatted type are taken to University Graphic Systems.

UGS is a student-run printing company associated with the graphic communications department. UGS prints the *Mustang Daily* as well as various other commercial print projects for the campus, including *Cal Poly Life*, a newsletter for alumni and friends of Cal Poly, and the

quarterly class schedules.

The students who work on printing the paper are hired through the graphic communication department. "UGS is mainly here to give graphic communication students experience," said Christine Schlemmer, production manager for UGS.

Schlemmer acts as a sales representative to the *Mustang Daily*. Her job is to coordinate the flow of the work through UGS. "I handle any problems that may occur between the two departments," UGS is on a year-to-year contract with *Mustang Daily* to print the newspaper.

"It is an educational experience that involves students in the writing and printing of the paper," Schlemmer said.

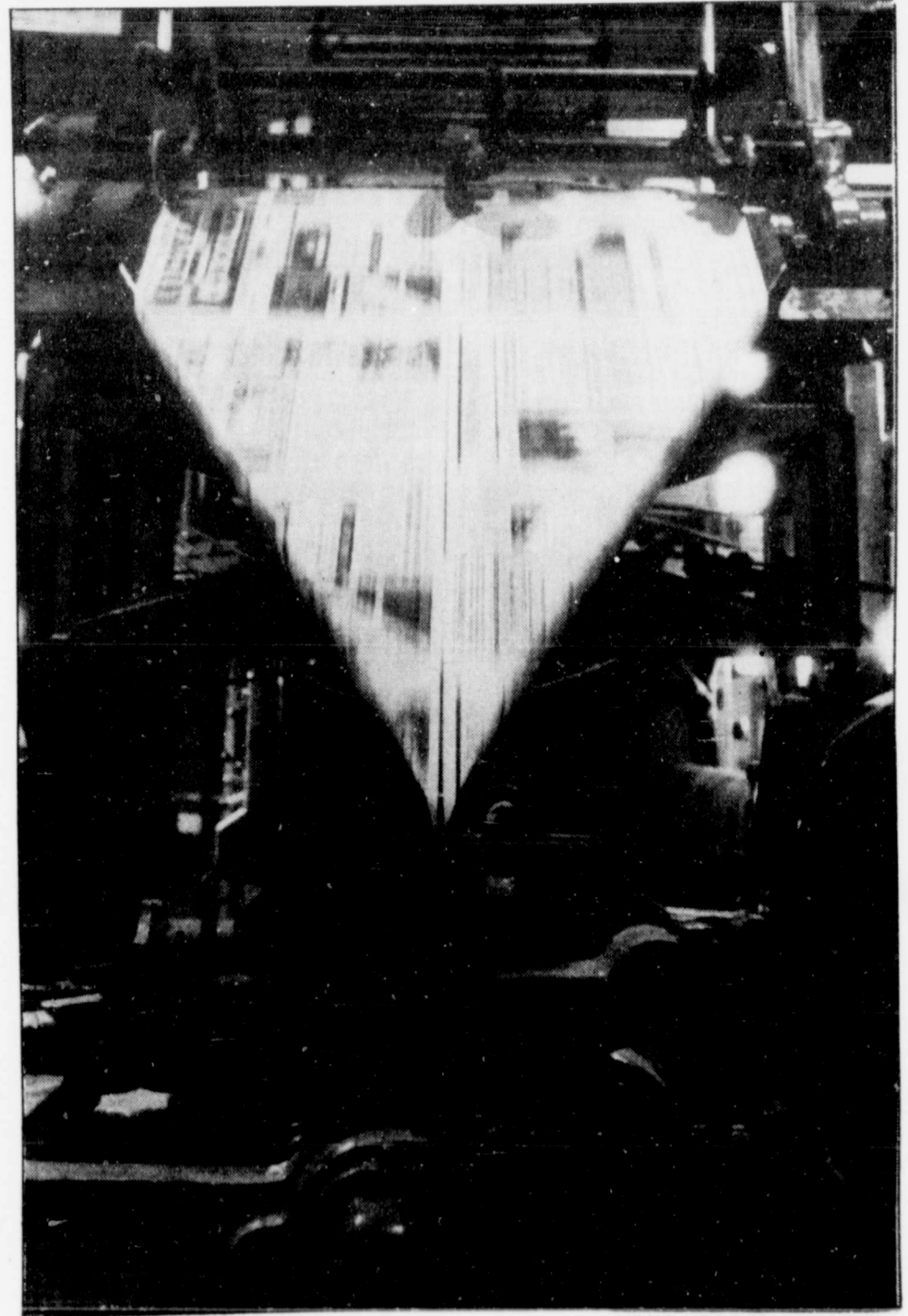
UGS begins work on the *Mustang Daily* each evening after the editorial staff is finished. According to Jessica Escala, paste-up manager, UGS works with the specifications designated by the *Mustang Daily* staff. The layouts for the paper include specifications for positioning of advertising, placement of the stories, what needs to be in color and where the photos will go, Escala said.

UGS takes laser prints of the stories given to them by *Mustang Daily* and places them on boards according to the specifications of the "dummy" sheets, created by the editors. The ads are placed first, then photos and finally the stories, Escala said.

UGS takes the photos and shoots them using a process camera which breaks the picture into dots in order to be printed called halftones, Escala said.

Once the boards are completed, an editor and paste-up supervisor checks them for overall quality. If the boards meet specifications, negatives are made by shooting the boards on a process camera.

"Next we strip the negatives," said Escala. "Stripping is the assembly of film images. It means



HANS HESS/Mustang Daily

separating color or percentages of black from the original negative that will be used to reproduce 100 percent black."

"If there is more than one color used, we must make a separate negative for the image in color. Sometimes the masthead is in color or ads use color," said Escala.

Once the negatives are made and stripped, they are sent to the printing press, which is located in the Minority Engineering building, next to the Graphic Arts building. The paper is printed Sunday through Thursday nights, for Monday through Friday distribution.

The printing process begins around 10:30 p.m. when the printing crew receives the negatives from the paste-up crew. According to Paul Mantey, head pressman, the first step is to burn the negatives onto individual plates. The plates are green, so wherever the negative burns, the words to be printed will remain green. These plates are then placed on rollers in the press.

"These images will be transferred onto a blanket cylinder which will give a reverse image and that reverse image will hit the paper and give a quality image," he said. The pages of the paper then go into a folder where they are automatically cut and folded.

"The process is referred to as offset lithography printing on perfecting press," Mantey said.

The actual run of the press only takes 40 minutes to print

8,000 copies of the *Mustang Daily*. Depending on the size of the paper, it can take up to four people to run the press, Mantey said.

Mantey's job as head pressman is to oversee the production of the paper at the press level. This includes quality control, safety and production.

"Most everybody working on the press are graphic communication students gaining experience in the industry," Mantey said.



After the paper is printed, it is distributed throughout the campus at 4 a.m. every morning without fail. It is ready each morning when students, faculty and staff arrive on campus.

Next time you read the *Mustang Daily*, stop for a moment to appreciate the combined hard work and efforts of the journalism and graphic communications departments.

Jamie Kerhlikar is a journalism senior with a public relations concentration.



HANS HESS/Mustang Daily



Thanks Mr. Rogers...

From Mustang Daily's  
photographers, editors and  
reporters who were at Spike's that  
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## The more they change ...



1919 Polygram editorial staff

COURTESY OF UNIVERSITY ARCHIVES

## Bringing the paper to life

by  
**Jamie Kerhlikar**

Thousands of students read *Mustang Daily* each day, skimming the articles to decide what to read and what to ignore. But did you ever wonder who decides what is newsworthy, who writes the stories and who controls what will be printed?

The reporters who go out every day, searching for stories to interest students, are part of a journalism class. The three-unit class is open to all majors, but is designed specifically to fulfill the requirements of the news-editorial, public relations and agricultural journalism curricula.

The class consists of about 30 reporters each quarter who are required to submit at least two stories per week, one of which will receive a grade from the newspaper's faculty adviser.

In addition to the reporters, there is another network of students that influences what you read each day. It is the editorial staff. They are paid for their duties, which require at least forty hours of time a week.

They are a bossy bunch of individuals, giving orders to reporters to make sure you, the student, get the news. They slave over the freshly-written stories each day, scanning for errors, and finding the exact words to convey the correct meaning. The editors are well-qualified, having completed two quarters as reporters for *Mustang Daily* and most having professional experience through internships. They are dedicated to getting the job done, putting in eight-hour (at least) days, five (or more) days a week.

### — CHOOSING AN EDITOR-IN-CHIEF

Each spring, the quest for a new editor-in-chief begins. An advertisement is placed in *Mustang Daily* announcing the opening of the position. Applications are reviewed by the current editor-in-chief and called in for interviews.

Applicants need not be journalism majors, but newspaper experience is necessary. Specifically, applicants must have reporting and copy editing experience and must have spent two quarters as a *Mustang Daily* staff writer.

Each applicant is interviewed by the Publishers' Board. The board consists of full-time journalism faculty members along with the *Mustang Daily* adviser. The board interviews each applicant and asks for a recommendation from the current editor.



1960s El Mustang editorial staff

COURTESY OF UNIVERSITY ARCHIVES

"We look for someone who knows journalism, who understands writing, is a good leader and is committed to the paper," said Nishan Havandjian, head of the journalism department.

Havandjian said that the Publishers' Board is not involved in the editorial policy of the *Mustang Daily*. The board was established in 1978, when the journalism department assumed responsibility for the paper. The board serves to maintain the well-being and financial status of the paper, Havandjian said.

### — CHOOSING THE REST OF THE STAFF

Once chosen, the new editor-in-chief selects the other members of the editorial staff according to the budget funds and the desired design, layout and content of the paper.

According to Christine Kohn, current editor-in-chief, the paper's layout, editorial stance, policies and number of editorial positions are determined by the incoming editor-in-chief.

"The editor-in-chief must have professional experience and *Daily* experience," Kohn said. "They need dedication and must be willing to devote their life to the paper. They must put the paper above school, above their friends, and be here when they

See STAFF, page 14



1990-91 *Mustang Daily* editors: (l to r) Bottom row — Jon Rogers, photo; Patty Hayes, freelance; Christine Kohn, editor-in-chief; Leslie Morris, arts and entertainment. Top row — Glenn Hom, insight; Jason Foster, investigative; Larre Sterling, opinion; Tara Murphy, managing; Adrian Hodgson, sports.



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## KOHN

From page 9  
editorial decisions should be left to the editors. And the newspaper's adviser is just that - an adviser.

Being the idealistic young, last fall we determined that we would strive to serve Cal Poly's students and faculty and San Luis Obispo citizens.

We would do our best to provide our readers with the complete truth so that they may make informed, educated decisions and opinions about the world in which they live. This is our priority and our mission.

We asked ourselves: By running the arrest story, do we fulfill our obligation to the community?

Next, the editorial staff consulted the centuries-old philosophies of those wiser than ourselves. We apply the theories

of Immanuel Kant and John Stuart Mill.

According to Kant's philosophy of Universalizability, the editorial staff looked at the options and attempted to universalize them.

For example, we asked, if we take the option of printing the story of two students arrested for alleged marijuana cultivation, would we print a similar story about two respected, well-liked journalism professors arrested for allegedly growing weed? And if we decided to hold the story, what precedent would the decision set for future similar situations?

Following Mill's Act Utilitarianism, we again looked at the alternatives to printing the story and discussed who would be affected by our decision and in what ways they would be

affected.

We weighed the harm and the good created by potential decisions and chose the consequence that provided the most benefit to the largest number of people and the least harm to the least number of people.

Lastly, we consulted our consciences. How would I feel if I were arrested and an article appeared in the university newspaper? Would I be able to defend our decision to my friends? to my mother?

The story ran the next day.

No regrets.

Only the task of explaining our decision.

*Christine Kohn is a journalism senior and is Mustang Daily editor-in-chief.*

## STAFF

From page 13  
are tired or feeling sick."

"You also need a clear vision of what you want, otherwise you won't be able to give direction to the other editors," she said.

"I chose a staff that could work well with me in terms of ideology, but who were able to offer different viewpoints," Kohn said. "They had to have good copy-editing skills, be enthusiastic and have a good sense of what they would like to do with the position."

The policy Kohn set for the paper focuses on serving the community and Cal Poly students and faculty to the best of the staff's ability.

"The paper must have a good sense of ethics, keeping in mind the media is a power, and what goes into the paper changes people's lives," Kohn said.

### — RESPONSIBILITIES OF EDITORS

Each editor is responsible for his or her section of the paper. The editor-in-chief oversees the

layout of all news sections and scans the entire newspaper for content and errors.

Managing Editor Tara Murphy coordinates the paper's content, assigns reporters to cover specific stories and beats and is responsible for giving assignments to the photographers.

Opinion Editor Larré Sterling coordinates the opinion page, which entails selecting and editing commentaries and letters to the editor. Sterling also writes

See STAFF, page 28

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# The years in sports

by Grant Landy

It's *Mustang Daily's* 75th anniversary and times have sure changed since the first Cal Poly paper graced the campus.

The dorms are coed, female students can often be seen wearing miniskirts and condoms are sold in the bathrooms. There are automated teller machines, word processors and fast cars. Biking on campus is prohibited and parking is scarce.

Buildings have been resurrected and the curriculum strengthened. Faculty have come and gone. Students now outnumber the livestock.

Not many things have stayed the same through the decades, except for this — Cal Poly always has been a school of academia rather than one noted for athletics. Study first, then you can play. Okay, Johnny?

So, have the Mustangs been unsuccessful athletically? No. We have won more national championships than any other NCAA Division II school in history. Who would have known?

Most of us come to this Central Coast haven for business, agriculture or engineering degrees. Few come solely for athletic aspirations.

But many Cal Poly teams and players have

shined. Some sports stories have rocked the university and the nation.

Perhaps nothing is more special to an athlete than being part of a national championship team. Others who did not win will look back and cherish the camaraderie and friendships shared.

*Mustang Daily* has been there for many of those moments, capturing Cal Poly's most famous sport stories.

The following are some of the Mustangs' most historic sports stories.

## •October 1960, Football

"As you read this, Coach Leroy Hughes and a group of 35 Mustangs gridders are in Bowling Green, Ohio, trying to get into the right frame of mind to meet the nation's No. 2 small college team tomorrow afternoon. According to..." *El Mustang*, Friday, Oct. 28, 1960.

It's now Monday, Oct. 31. Cal Poly's flags fly at half mast. The entire San Luis Obispo community is in shock. No one wants to believe what happened Saturday night.

After a 51-6 Mustang loss vs. Bowling Green Saturday, the football team's plane that left Toledo, Ohio in dense fog, crashed

and burned.

Students arriving from weekend trips came back to headlines detailing local and national memorial funds set up for the football program. Little is known about the accident except that the twin-engine C-48 airliner was just seconds off the runway when the disaster struck.

All classes are canceled Tuesday afternoon for a memorial service held in Mott Gym. Bowling Green University holds a memorial service of its own to grace those who perished in the crash.

For more than three years, the campus paper runs stories dealing with the aftermath of the crash. Surviving players tell their stories. And they remember their friends.

## •December 1980-January 1981, Football

*Mustang Daily* reporter Vern Ahrendes walks into Mustang Stadium looking for football coach Joe Harper. He spots Harper, who is smiling.

Harper's kids have surprised everyone except Harper, who knew that three of his star offensive guns from the 1978 playoff team —

See SPORTS, page 22

**Q:** What was the biggest sports event at Cal Poly?



"It was the baseball team winning the NCAA championship for Division II."

Rich Parsons, human development senior



"The football team's big loss to South Dakota in the snow bowl, 46-10."

Garrett Akahoshi, biological sciences sophomore



"When I joined the track team and then got put on AP."

Tom McCauley, journalism freshman

— Patricia Allen

## 1960 air crash kills 16 football players

Flags all over the city flew at half mast as then-San Luis Obispo Mayor Fred Waters proclaimed it "Week of Sorrow." Staff and administrative offices were closed and students were dismissed from their 10 a.m. classes. More than 5,000 students and friends solemnly filed into Mott Gym. It was October, 1960.

Cal Poly President Julian A. McPhee was at the Toledo airport in Ohio — the site of the tragedy. Wreckage was scattered over a 200-foot area and 22 people were dead.

A chartered, twin-engine plane carrying the Cal Poly football team exploded at takeoff on Oct. 29 at 10:02 a.m. Of the 48 passengers aboard, the pilot and two of his relatives, co-pilot, the team's student manager, a football booster and 16 players perished in the crash.

Eyewitness accounts varied due to the dense fog, but the general opinion was that the plane warmed-up for takeoff, disappeared into the mist and exploded seconds later. The pilot, Capt. Bob Flemming of Brooklyn, N.Y., had made the decision to take off despite the bad weather conditions.

An air traffic controller said the pilot had been cleared for takeoff and was approximately 100 to 200 feet in the air.

"A few seconds later, I looked up and heard a loud thud and I saw the plane in flames," the controller said in the Oct. 31, 1960 issue of *El Mustang*.

The plane apparently broke into sections, with approximately 35 feet of the tail assembly lying 30 feet in front of aircraft's main section.

Assistant Coach Sheldon Hardon was the only one to escape uninjured. He was seated in the tail section and said the plane did lift off, but seconds later the tail began to shudder. Then it exploded.

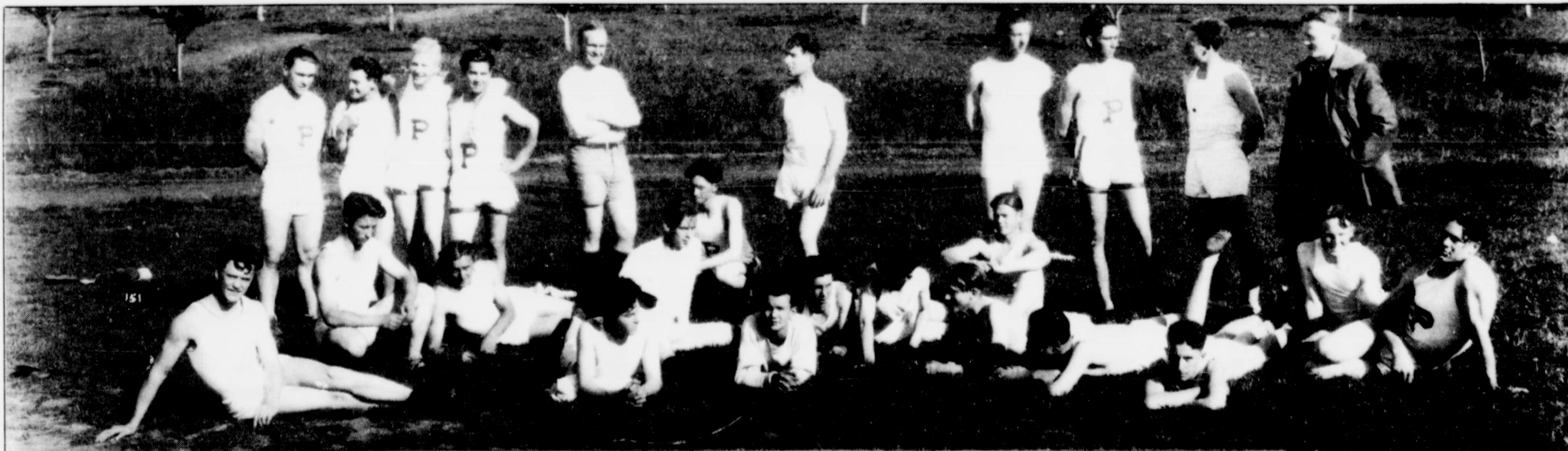
The plane had left from Santa Maria airport, taking the football team to play in Bowling Green, Ohio. The Cal Poly team was scheduled to return to San Luis Obispo on Oct. 30.

The tragedy spurred responses from all over the world. Telegrams and letters from alumni poured in. Homecoming was canceled, as were the remaining football games.



COURTESY OF UNIVERSITY ARCHIVES

The 1953 football champions, the Cal Poly Mustangs, celebrate with then-Head Coach Leroy Hughes.



One of Cal Poly's track and cross country teams from the early 1900s.

COURTESY OF UNIVERSITY ARCHIVES



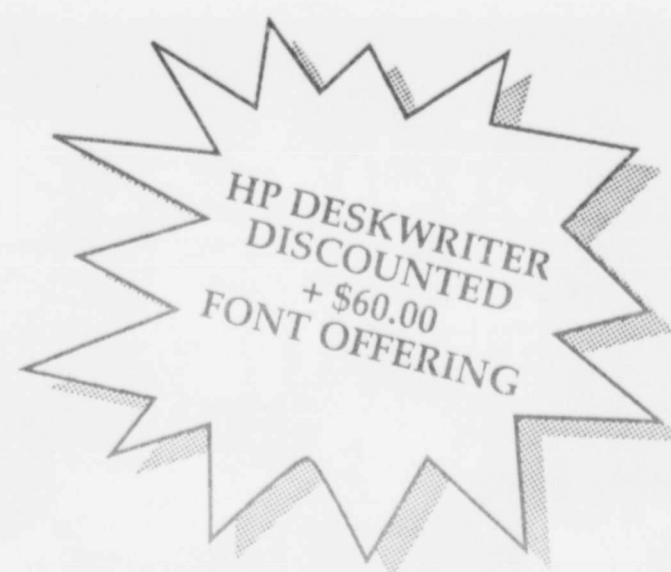
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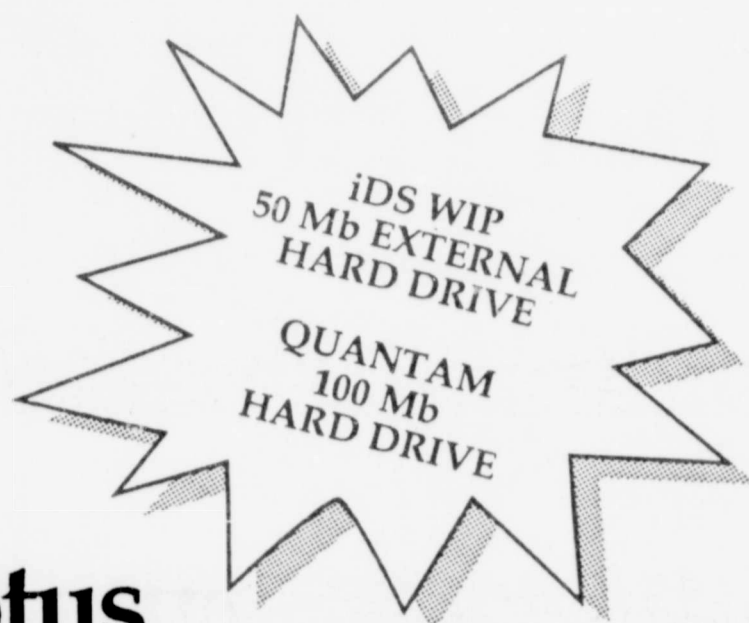
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## POLY ROYAL

From page 8

during the riots of 1989 and 1990 in spite of the efforts to prevent such problems, Yang said, "President Baker had no option but to cancel Poly Royal."

"In the near and immediate future we will not have a Poly Royal of the scope and magnitude this university and community had become accustomed to enjoying."

Yang said that even though five campus schools are planning spring open houses which will be reminiscent of the "small, quality and academic" focus of early Poly Royals, the cancellation will be a big problem for many campus organizations who in the past have depended, in part or entirely, on money raised during Poly Royal.

He said that while there were many contributing factors to the problems of the last two years — both Poly Royal and non-Poly Royal related — "the university would be remiss not to respond appropriately."

Even though there is no Poly Royal 1991, some members of past Poly Royal Boards have not given up the hope that Poly Royal, or at least a close relative of it, may once again be possible.

Senior journalism major Bruce Sherman has been on the Poly Royal Executive Board for the last three years, and he said this year makes four. He said the 11 or 12 members currently involved on the board are still in the process of securing operating funds because their budget was frozen when Poly Royal was canceled. They currently have a proposal before the finance committee.

Sherman said, "My blood bleeds Poly Royal."

He said that the board is just getting started, but the first step it will take will be to conduct interviews with people in the community, the administration, students, faculty and staff to try to

assess what it is that people would like to see in the future for Poly Royal.

Sherman hopes that the board will be able to generate some recommendations that might be agreeable to almost everyone.

He said it was ironic that there was "almost a border" separating the off-campus problems from the on-campus successes of the last two Poly Royals. Sherman was disappointed that the hard work of so many, which resulted in the 1990 Poly Royal being one of the most successful ever, was undermined by what happened off-campus.

He also said it was unfor-

### "My blood bleeds Poly Royal"

— Bruce Sherman  
Poly Royal Exec Board

tunate that the riots had received so much coverage from the media. The story of the 1990 riots made national news.

Some recent visitors to the campus are surprised when they hear there will be no Poly Royal in 1991. Poly Reps Marci Blue and Mike Sansinena discussed Poly Royal as they waited to take a group of visitors on a campus tour in April. The group of parents and families was one of the many groups that tours Cal Poly each week.

Sansinena, a mechanical engineering senior, remembered how well-organized last year's Poly Royal had been. "The clubs really had their acts together and everyone had a great time," he said.

Blue, a business administration senior, and Sansinena said that some of the people on their tours think the rioters were all Cal Poly students and that it happened on the Cal Poly campus.

Senior speech communications major Nancy McCormick is also a Poly Rep. She said the tour groups view a video (made prior to the problems of 1989 and 1990) which shows some scenes of Poly Royal. McCormick said she gets very few questions about Poly Royal.

Those who are familiar with it or who have been to a past Poly Royal think "it is a shame that it had to be canceled," said McCormick.

Sherman said the approximately 100,000 visitors who attended Poly Royal spent more than \$200,000 at local restaurants, hotels and at on-campus locations.

He also said that many campus clubs and organizations depend on Poly Royal, not only as a fundraiser, but also as the event which involves and helps to unify members.

"I can't visualize a Poly Royal without the clubs participating," Sherman said. "Half of them don't do anything during the other half of the year when they are not working on Poly Royal."

One of Sherman's biggest concerns is that with each passing year, fewer members of the Poly Royal Board — those who really know how to organize the event — will still be students at Cal Poly. Once they have all graduated and moved on, he fears no one will be left to organize Poly Royal.

"It's too bad it happened," said Sherman, "I hope someday someone will bring it back."

Anne McMahon is a journalism senior with a public relations concentration.

## AG JOURNALISM

From page 7

Obispo Ag Commissioner Richard Greek, were two professionals who spoke to the class last quarter.

There have been about 180 agricultural journalism graduates since 1950. Most have gone to work writing or doing public relations for agricultural commodity groups, grower organizations, newspapers and industry magazines.

John Spitler, a 1971 agricultural journalism graduate, went to work as the editor for Ag-Alert, the weekly newspaper of The California State Farm Bureau Federation. Melissa (Arnold) Hansen, who graduated in 1980, works as research director for the California Table Grape commission in Fresno. Marilyn (Freeman) Watkins, a 1983 graduate, is working as public relations director for Blue Anchor Fruit Co-op in Sacramento.

The number of students graduating under agricultural journalism has been very low since the late '60s. There has been an average of two per year. "But those two students have been very successful," Hayes said. Last year's graduates, Marni Katz and Jenny Midtgaard, are both working for daily newspapers. Katz works for the Lompoc Record, and Midtgaard works for the Gilroy Dispatch.

"In the future, graduates will work for daily newspapers or food magazines, not as farm

writers but as food, environmental and business writers," Hayes said.

Kennedy said, "Ag journalism might not have the glamour of broadcast journalism, but I think there is a great need and opportunity for them. The state of California needs to learn about agriculture, its number one industry."

There are 10 agricultural journalism students right now. Hayes expects the number to rise gradually. "If journalism was not impacted, I would have 20 students in agricultural journalism right now," Hayes said.

Over the past four years, recruitment efforts have been made. However they have been limited to high schools and community colleges in agricultural regions. Hayes hopes to broaden the recruitment efforts to suburban and inner-city schools.

Recruitment efforts are supported by the Brock Center for Agricultural Communications. The center, directed by Hayes, was established at Cal Poly in 1988. It was designed to be an expansion of the agricultural journalism concentration. The center is a joint venture of the School of Liberal Arts and the School of Agriculture. It is the only center of its kind west of the Rockies.

The center is named after produce pioneer James Brock and his wife, Martha, who established a \$1.5 million unitrust for the center with the Cal Poly Foundation.

Due to limited space in the journalism department, Hayes has recruited students from the School of Agriculture for the Brock Center. There are 20 agriculture students participating in center activities and taking journalism and communication classes.

"The more we can do to improve their communication skills, the better off agriculture will be," Hayes said.

The center provides a chance for students to interact with writers, editors, faculty, and agricultural professionals, so they can learn how to better communicate with the agriculture industry.

Hayes devotes 60 percent of his time to the center and 40 percent to teaching journalism courses and advising a full load of students. "The most important skill I teach is writing. I do a lot of one-on-one work with students on their writing."

Kennedy said he was pleased with the development of the Brock Center. Because the agricultural journalism department was changed to straight journalism and other concentrations were added, agricultural journalism became less emphasized.

"I think Jim Hayes has done a really good job of re-establishing an interest in agricultural journalism," Kennedy said.

Amy Alonso is a journalism junior with a concentration in agricultural journalism.



# In the real world

## Poly journalism alumni establish solid careers in competitive fields

by Gregg Mansfield

All students hope to move on to distinguish themselves in their field of expertise. Medical students aspire to find better ways to save lives. Architecture students dream of becoming another Frank Lloyd Wright.

For journalism students, their dreams are of winning the Pulitzer Prize or working for a major newspaper. Some even hope to own their own magazine or buy their own newspapers.

In the 75 years that Cal Poly has offered some semblance of a journalism curriculum, some alumni have gone on to do just that.

This story represents only a small minority of alumni who have prominently established themselves in the field of journalism. I apologize to those who were omitted, but there's only so much space.

And although times have changed since Cal Poly began churning out journalism graduates, the alumni have one thing in common — they worked on the *Mustang Daily* (or the *Polygram* or the *El Mustang*, or whatever the campus paper was called at the time), just as thousands of other students have.

When a Cal Poly journalist hears the name George Ramos, two things come to mind. The Pulitzer and the *Los Angeles Times*. Ramos, a 1969 graduate of the Cal Poly program, is one of the elite of the journalism profession.

From college he worked for 21½ years as a reporter for the Los Angeles bureau of Copley News Service. Before joining the

*Los Angeles Times* in 1978, Ramos worked for the *San Diego Union*, where he covered Mexico and minority affairs.

In 1983, Ramos received a Pulitzer Prize — one of the most prestigious awards in journalism — for his contribution to a series of stories dealing with Latinos in California's 13 southern counties. Ramos worked with Frank Sotomayor and helped lead a team of 17 Chicano reporters and photographers that produced articles about the roots, lives and aspirations of Latinos in Southern California.

"It (the Pulitzer) is a great honor," said Ramos. "It's a once-in-a-lifetime thing."

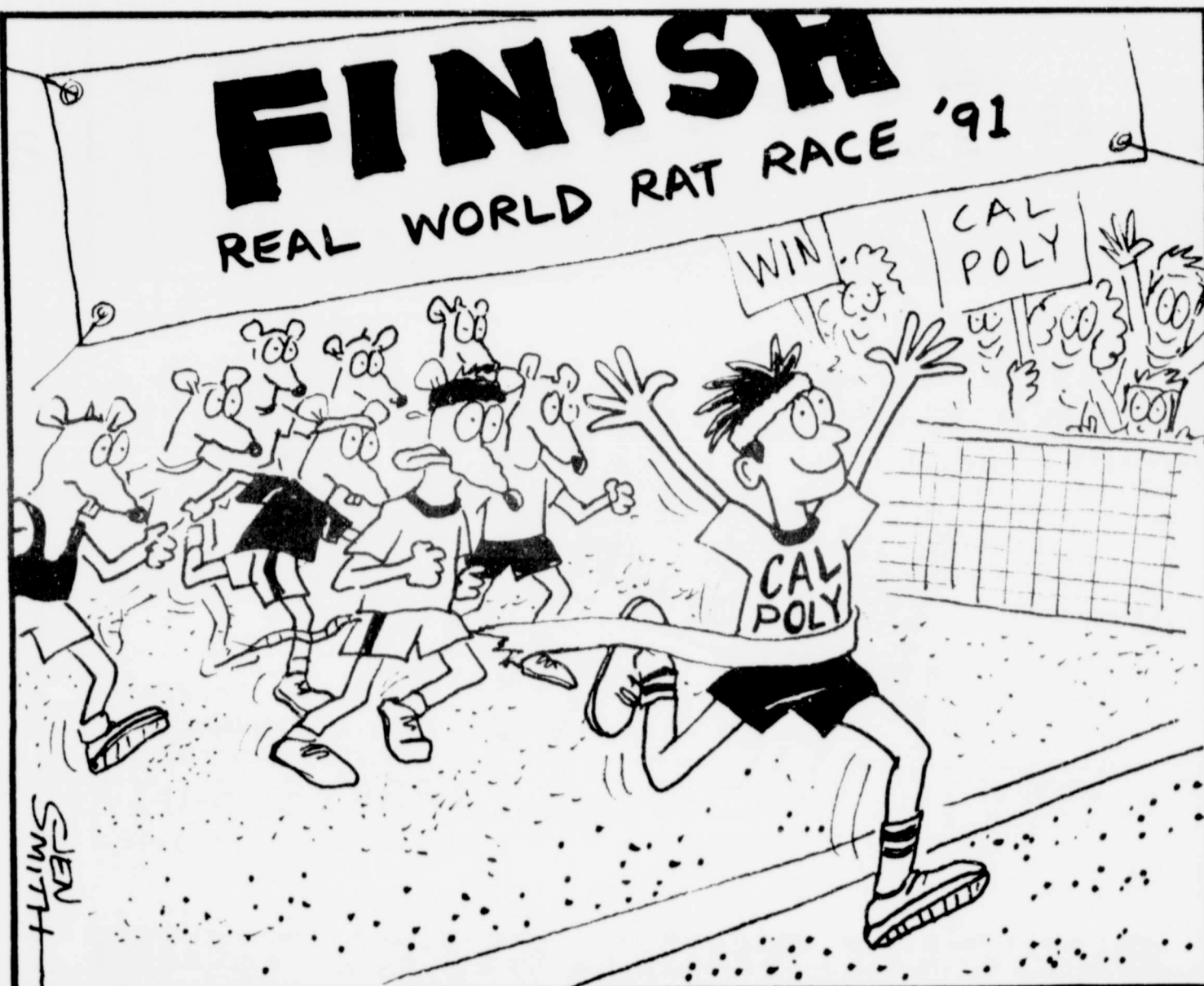
During his college career in the mid-1960s, Ramos worked for *Mustang Daily* as a writer and editor. He served as the editor-in-chief, sports editor and a reporter for the newspaper. Ramos was also one of the founders for the campus radio station.

"I enjoyed my time at college," said Ramos. "I did a lot of things while in school."

While at the *Times*, Ramos has had the opportunity to head the *Times'* Riverside-San Bernardino bureau and cover the federal courthouse beat.

Two other alumni who have joined Ramos at the *Times* are Pete King and David Kishiyama. Both wrote for the *Daily* in the mid-1970s. Kishiyama writes primarily for the *Times'* Calendar section, while King writes news.

Former *Los Angeles Times* staff writer and 1978 Poly grad Steve Churm believes the most



interesting people in life are those that change jobs. That is why after a successful seven-year stint at Southern California's largest paper he took over a bi-weekly business magazine in Orange County.

"I still have a strong love of the newsroom," Churm said. "But some of the most interesting people I know have changed careers several times."

Churm graduated from Cal Poly in 1978 after working for 21½ years for *Mustang Daily*. During that time, Churm started as a sports writer and eventually moved up to sports editor. He also was the *Daily's* co-editor with Jim Sweeney, who currently works for Copley News Service.

"It was a lot of fun," Churm said about the *Mustang Daily*. "I think it was an important part of my education."

Churm began his career at the *Telegram-Tribune* and moved to the *Daily Breeze* in Torrance. He then moved over to the *Orange County Register* and covered the 1984 Los Angeles Olympics for the paper's news division. Churm said he dealt with such articles as the Soviet Union not attending the Olympics and the effect of traffic on the area.

The then-29-year-old was approached by the editorial staff of the *Times* to work for their paper. Relatively young for a *Times* reporter, Churm accepted the job.

"I was very flattered that they approached me," said Churm, who covered politics and environmental issues while with the *Times*. "When I left (the *Register*) I wasn't unhappy."

Since that time, Churm married and has three children. With two daughters, ages 5 and 3, as well as a 5-month-old.

The magazine which Churm leads has a total of 15 employees and a circulation of 64,000.

Churm credits veteran Cal Poly journalism professor Jim Hayes for helping his career. "He's the heart and soul of the department," said Churm.

There are also journalism alumni who have not needed to leave the Central Coast in order to make their mark on the profession.

Two former Cal Poly students started a national magazine and have managed to stay in the San Luis Obispo area.

The pair of students are co-founders of *Volleyball Monthly* magazine and are riding the wave of volleyball popularity.

But it wasn't always suntans and white sands for Jon Hastings and Dennis Steers, co-editors of the magazine.

The magazine began originally in a tabloid form but has evolved into a full-color monthly magazine.

Originally founded in 1981, the magazine employs four Cal Poly graduates including managing editor David Kraft (journalism 1986), Mike Robles (journalism 1988) and promotions director Paul Gabriel (biology 1977).

*Volleyball Monthly* has grown from a monthly circulation of 1,000 to 67,000. The magazine recently published its 100th issue.

Steers transferred from UCLA and graduated in journalism from Cal Poly in 1980. Hastings was a 1978 product of the Cal Poly journalism program. Both worked at the *Telegram-Tribune* and founded the magazine during their stint with the paper.

William Mattos manages a pair of weekly papers in the Central Valley of California near Modesto. Mattos purchased the *West Side Index* and the *Gustine Press* with a total circulation of 3,500. The 1974 agricultural journalism graduate also owns a printing business.

Mattos, who has children aged 10 and 15, also has political aspirations. Although he lost a local election race for a city council seat in Gustine, a small town 25 miles south of Modesto. Mattos was appointed by former governor George Deukmejian as Executive Director of the California Poultry Association.

"My family is going to take

over the papers," said Mattos, who begins his new job May 1. "I'm pretty excited about this new position."

As a student, Mattos was on the publishing board of *Mustang Daily* for two quarters while working on the now defunct Cal Poly magazine *Outpost*. After graduating, Mattos went to the University of Wisconsin and earned his master's degree in agricultural journalism.

Other Cal Poly journalism graduates who have colorful careers include broadcast graduate Dorothy Newell. Newell, who formerly worked for Turner Broadcasting, is currently a writer for ABC's "Good Morning America." According to a spokesperson for the show, Newell is one of the show's top writers.

Journalism graduate Carla Sanders (1978) has advanced to become an assistant editor with *Newsday* newspaper in New York. Sanders spoke to the Cal Poly journalism department at its awards banquet last June and continues to advance at the paper.

Floyd Jones has a job most journalists would dream of — as long as that journalist is not a Democrat. Jones, a former *Mustang Daily* editor-in-chief who graduated from the Cal Poly journalism program in 1987, is employed at the White House under President Bush as a news gatherer. Jones is responsible for reading major daily newspapers and keeping the president informed on public issues. The Cal Poly grad also does some speech writing for the nation's top executive.

Although the *Mustang Daily* has seen its share of fine writers come and go, there's still a fine crop waiting to become the next Ramos or work for the *L.A. Times*. Judging from its history, the *Daily* should continue to produce writers who will have an impact on the journalism industry.

Gregg Mansfield is a journalism junior with a news-editorial concentration.





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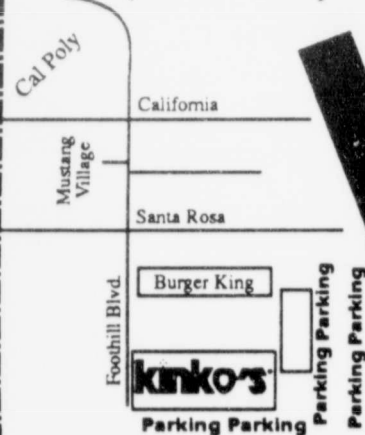
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## BOCK

From page 9

after a year or so, move on as well. Needless to say, all that change makes consistency difficult at best. Oh, well...

One of the things I hear people say about the paper is that it's too boring, that it's not fun enough.

Fun enough?

I wonder what these critics think a newspaper is supposed to be. Undoubtedly, these are the same people who, when asked, have absolutely no idea what's occurring in the world around them. Straight to "Calvin and Hobbes," no doubt.

Of course, while a newspaper should try and be as appealing and entertaining as possible, it should not do so to the detriment of its purpose: to provide news. If a paper can't provide the news that's important to its audience, it's not functioning correctly. And while occasionally we miss a story, you can be fairly sure that if it's crucial to Cal Poly, it will be there.

Which leads us to another frequently heard complaint. People are always bitching about the quality of the news we print. But here again a little understanding would go a long way.

We face a sort of news dilemma in that here in the teeny-tiny, itty-bitsy world of Cal Poly, sometimes there really isn't a whole lot going on. In order to fill a daily paper, the stories tend to be more, well... "featurey." Sorry, but such is the nature of the beast.

Those readers expecting a paper crammed cover-to-cover with hard news are probably a bit disappointed... and totally

unrealistic.

Relating to the complaints about news quality are the ones we hear about news fairness. I recall comments made pertaining to our coverage of some students who were protesting the Gulf War. I was asked, "Why doesn't the paper show the other side?" At that time, there had not been any local rallies in support of the war.

I asked the person who had made the comment what he expected us to do, go out and create a pro-war demonstration?

Later, of course, several stories about people supporting the war effort did appear in the *Daily*, but not because we felt obligated to appease those crying "bias!" They appeared, quite simply, because they were genuinely newsworthy. And that, really, is one of the paper's chief obligations.

If all the local demonstrations were in opposition to the war, that's what we would have run. You can't do a story on an unanticipated event that has not yet occurred. It seems simple enough, but it's amazing how many people just don't get it.

Perhaps this editorial is doing little more than make excuses. I'm sure, in some ways, it is. It's true that sometimes we really blow it. That, however, does not justify the total lack of understanding that many Poly students (and faculty) exhibit about the *Daily*.

Criticism, of course, is always welcome. Ignorance is not.

*David Bock is a journalism senior with a news-editorial concentration.*

## SCHUERMANN

From page 9

influential free press and the most important connection between the university and the city, I will take this opportunity to briefly exercise my free speech on the issue of Poly Royal. Cal Poly should resurrect Poly Royal and salvage what is left of a great tradition and what was a healthy local economy. Without Poly Royal, university clubs and local merchants have been financially hosed, so to speak, and that has left many people with almost nothing to be proud of or happy about. There is no joy in Mudville, and so I say we bring back Poly Royal. Like Franklin Delano Roosevelt said in reaction to several years of economic depression and prohibition, "Gentlemen, it is time for beer."

After all, as far as *Mustang Daily* is concerned, the show must go on during good times or bad times. *Mustang Daily* is not just a show, however, but a melodramatic media circus run by students who laugh at stress and frequently rise to the challenge of double-overtime. Editors and reporters courageously expose themselves to quick and

generous criticism. Display ad reps telephone the unknown and grope for revenue hidden in the jungle. The computer wizard performs his daily tricks, while the photographers and artists create graphic magic on the spot. The classified and business support staffs make order out of chaos, UGS faithfully prints the newspaper and every day the paperboy brings more. These people represent the essence of "learn by doing," although that motto has now become hackneyed and is hypocritical without Poly Royal.

Honestly, I think having no Poly Royal is like canceling Christmas. One year ago when the riots occurred, I was stuck in a traffic jam after the Santana concert, watching the chaos, and I realized clearly that the proverbial shit had hit the fan. Now, all that turbulence seems distant, and it is time to ante up for next year and take a gamble on the return of Poly Royal. Bring it on home!

A.J. Schuermann is an English graduate student and full-time business manager for *Mustang Daily*.



Bailey  
from the  
*Daily*

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# THE POLYGRAM

J. K. E.

1936-1937, 1937, 1938.

## Cal Poly's first newspaper ...

by Mary Frederisy

Eighty-five years ago Cal Poly, a high school at the time, came out with its first publication, a literary magazine/book called *The Poly Journal*.

First published in 1906, *The Journal* originally came out monthly and contained poems, stories and pictures of and by the student body. The Jan. 1, 1906 issue defines the goal of Cal Poly:

"The purpose of the school is to furnish to young people of both sexes mental and manual training in the arts and sciences, including agriculture, mechanics, engineering, business methods, domestic economy, and such other branches as will fit the students for the non-professional walks of life."

*The Journal* continued publishing, eventually becoming a yearbook published only at commencement.

It was not until ten years after the first *Journal* issue was published that the first newspaper for Cal Poly came out. The *Polygram* came out April 26, 1916 and contained four pages of sports scores, jokes and short stories written by students (stories were solicited from everyone on campus) but with no illustrations.

The first issue was described by the editors as the "Official Organ of the Student Body of the California Polytechnic

School, San Luis Obispo, California." The editors' main goal was to make the paper a success, something they would be proud to send to other high schools.

The most unusual aspect of the *Polygram* was the price. Students had to pay five cents per copy, and editors wrote editorial after editorial encouraging students to pay the subscription price. The first year of publication was going to cost the *Polygram* almost \$70, and the editors were not sure if they could afford it because they did not have any advertising.

The stories were simple and concerned with the students' immediate world.

"Mick' Gates and 'Flakie' Kellogg were pleased to receive a visit from their folks last week" was a typical story. Another early issue of the *Polygram* wrote about a baseball game against Santa Maria High which was canceled because of an outbreak of measles.

In May, a verse called "The Pelican" showed up in the *Polygram*.

"What a wonderful bird is the Pelican  
His mouth holds far more than his  
belican

He can hold in his beak

Enough for a week

And I fail to see how the helican!"

By 1917 the *Polygram* was eight pages per issue, and stories covered everything from sports to the girls' domestic cooking class. The price was also up to 10 cents.

But with 1917 came World War I. Editors wrote about Poly students who were overseas in every issue and kept a running total of the number of Poly students who had enlisted. The *Polygram* supported the war effort, and the students on campus worked to support it as well.

"The girls of Miss Hoover's cooking class spent Tuesday afternoon baking various kinds of war breads, which were sold by members of the class at the Red Cross Entertainment given in the Elmo Theater. The sum of seven dollars, proceeds of the sale, was donated to the Red Cross Christmas box fund."

Poly also grew in 1917. Not just from enrollment, but from the tract of land the school bought northwest of campus for experimental agriculture. The entire 625 acres cost the school \$50,000.

In 1918 the *Polygram* became a bi-weekly, and in 1919 it carried advertising for the first time. By the 1920s, the newspaper also began using photos and illustrations.

During the mid-1920s, *Polygram* stories became more like the stories in today's

newspapers. Instead of who went home for the weekend, and who had a picnic where, the news coverage grew with the school.

In 1927, Cal Poly was named the first vocational junior college, and the focus of the school (and the newspaper) went beyond a high school education.

A Christmas story in 1928 told students that if they stayed on campus over the holidays, there would be an extra 60-cent charge for Christmas dinner. Students paid \$27 a month for food at the time.

Toward the end the 1920s, vocational students began taking an interest in more academic courses to supplement their practical work. An editorial in a November 1929 issue encouraged students to take academic courses, but did not think they

would be in great demand.

"While the primary purpose of the (junior college) course is vocational, many subjects valuable for university transfer are necessarily provided for vocational students... The proportion of such students will always be small."

Mary Frederisy is a journalism senior with a news-editorial concentration.

## El Mustang

CALIFORNIA STATE POLYTECHNIC COLLEGE ★

OF ELIXIR, NO. 97

SAN LUIS OBISPO, CALIFORNIA

FRIDAY, APRIL 7, 1967

## ... and its metamorphosis

by Karen Travis

After a six-year gap with no school newspaper, student leaders fought red tape and, with a little hard work and courage, were able to bring back a student publication, now called *El Mustang* on Nov. 4, 1938.

At that time, the university was much smaller and California was growing rapidly. Inside the quiet Cal Poly campus, a small, enthusiastic group of budding journalists hustled to report proposed hikes in barbershop haircuts, agriculture progress and new aviation courses.

Under the direction of Student Body President Harry Wineroth, the new paper provided unbiased news and stories about prominent students. Stories about flunking classes explained the importance of good grades with such headlines as "Athletes at Poly Must Meet Certain Grade Requirements" in 1941, and "Valentines from above bring thoughts of work and not love," in 1940.

"Scribblings," "I Snoop to Conquer," "High Voltage" and "Hot Notes" were columns in early issues. A popular column aimed at rodeo enthusiasts was called "Cowboy's Corner."

Two of the first editors of *El Mustang*, Joel Cohen and Harry Wineroth, wrote a letter in 1942 summarizing the first four years of *El Mustang*:

"The paper was born under a cloud of

pessimism. The faculty disfavored the enterprise, and justly, for fear that fledgling minds would be prone to be radical, non-constructive and insensible. Mr. McPhee (then Cal Poly's president), always a fair man, gave us our chance, and adviser Mr. McCorkle said the paper must support itself."

At that time, there were only four members on the editorial staff. The small group wrote, edited, reported and set up the paper which was published twice a month.

"The second year was a disaster," Cohen and Wineroth wrote. "Practically the whole staff was wiped out by graduates, transfer and leaving students. At the time we had almost all the writing of the sheet to do, roughly 2,500 words for each editorial, then edit the copy, set it up and cover assignments."

Expenses totaled \$51 to publish each of the bimonthly issues of *El Mustang*, compared to the \$1082 to produce today's *Mustang Daily*. Alumni paid for the first issue of *El Mustang* in hopes that the student body would continue payments thereafter.

The United States was in a state of confusion during the 20 years from 1936-1956, as dictatorial and authoritarian personalities such as Mussolini, Franco and a short, mustached man named Hitler pressed ideas of national and racial superiority throughout Europe.

"During the war years, the paper reflected the tempo of the campus, its students and their future," wrote Sue Tebbe, a 1963 reporter for *El Mustang*. While students of the '90s worry about gas prices, the Middle East and environmental issues, students in the '40s shuddered at Nazi con-

"The other day, a young neophyte rushed into the *El Mustang* office, wild eyed and excitedly shouted 'stop the presses.'"

— *El Mustang*, 1952

centration camps and the Holocaust, the atomic bombing of Hiroshima, and the surprise attack on Pearl Harbor.

An article by Charles Mendenhall who served as editor for *El Mustang* in 1941, said that during the week of the Pearl Har-

bor attack, the paper devoted the bulk of its editorial space to important student-related stories about the attack. Nearly all the students at Cal Poly had been subject to the draft or were members of the reserves.

Editorials and letters to the editor reflecting student anxiety with what was happening in Europe took precedent over articles on Future Farmers of America youth conventions and Glee Club concerts.

Instead, the newspaper featured stories about an emergency training program for special wartime jobs, preparation for blackouts, defense training and enlistment stations. "Know Your Air Raid Rules: Cut This Out and Keep It," topped one page of *El Mustang* on Jan. 29, 1942. Headlines such as "Buy Your Share of Freedom For a Dime" and "Buy a Defense Stamp, Help the U.S." constantly reminded students of their responsibilities to the war.

A drop in enrollment made the paper's adviser Robert E. Kennedy decide to publish a monthly news magazine called *Mustang Roundup* instead of *El Mustang*. This continued for the duration of the war.

Publication of *El Mustang* resumed in 1945. That year, the paper was printed in the college's own on-campus shop, resulting in considerable savings to the student

See EL MUSTANG, page 22



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## EL MUSTANG

Published  
Tri-Weekly

# Mustang Daily

CALIFORNIA STATE

POLYTECHNIC COLLEGE

OL XXIX, NO. 31

SAN LUIS OBISPO, CALIFORNIA

COURTESY OF UNIVERSITY ARCHIVES

The masthead from *Mustang Daily* when it was published three times a week.

From page 21  
body.

Although the paper still printed editorials reminding students about the war with meeting notices for veterans and features on memorial plaques, peace eventually returned to Cal Poly, and *El Mustang* turned its thoughts to college activities.

Finding a more mature student body as a result of the war, the editorial staff increased the size of the weekly student newspaper to tabloid size. It acted as the official organ to the student body, sponsoring many items in student affairs, and it emphasized the importance of student government and extracurricular activities.

The importance of *El Mustang* as the disseminator of campus news could be seen each Friday. In 1953, many headlines were concerned with the Board of Publication's view of the newspaper.

That year, the editorial staff made it known that *El Mustang* was a paper for the students and

that content decisions were decided by the editor and his executive board. The staff did not want the paper to be known as an "administrative gossip sheet."

For the next few years, the question of allowing women into the college was a hot topic. A 1952 article titled "Same Old Story" illustrated how the *El Mustang* staff felt about this possibility:

"The other day, a young neophyte rushed into the *El Mustang* office, wild eyed and excitedly shouted 'stop the presses.'"

"We finished our coffee and asked, 'What's up, young fella?'"

"It's the greatest story of the year. Polyites have been waiting for this since the 1930s," he gasped. "I've just heard from a reliable source we're going to have coeds next year."

"At that time we settled back into our chairs and turned our Lone Ranger comic books. When we first came to Poly in 1946, we had received a welcoming address. In that speech, we were

told by top sources there would be coeds in two years. We assumed that this was the final word on the subject. Moral: Don't believe it until you see it."

Stories focusing on women's rights and discrimination became more frequent, and four years later in 1956 a section called "Poly Femme" appeared in the newly-expanded 10-page paper. Women were allowed into Cal Poly for the first time in 27 years.

Stories catering to this audience included: "Gals Move From Kitchen" on Feb. 3, 1950, and "Weaker Sex? Not Any More!" on Jan. 21, 1949.

For a small college newspaper, *El Mustang* was an invaluable source of information during critical times in Cal Poly's history.

Karen Travis is a journalism junior with a public relations and news-editorial double concentration.



VOL. XXXI, NO. 31

SAN LUIS OBISPO, CALIFORNIA

Friday, May 8, 1961

COURTESY OF UNIVERSITY ARCHIVES

*Mustang Daily's* masthead on its first day as a five-day-per-week newspaper.

## SPORTS

From page 15

Craig Johnston, Louis Jackson and Robbie Martin — would be back leading his team in 1980.

The Mustangs, now 5-2, head into the weekend with a huge game against powerhouse Boise State.

It's 20-20 going into the final minutes of the game. Kicker Tom Vessela hits a 28-yard field goal to give the Mustangs the win.

"It was just an incredible game," Ahrendes said from his Central Coast home only one month ago. "You know they (Boise State) were a Division I school. It was one of those last-second drives."

And then something happened... something that made little sense. Yet, it was magical. It was the thing that makes national champions.

After the 23-20 win over Boise State, the Division II playoff committee, which ranks the Mustangs fourth in the nation, gives the nod to the Mustangs for an invitation into postseason play.

No problem, right? Wrong.

Cal Poly still has one game left, against the 2-9 Sacramento State Hornets. Ahrendes remembers.

"It wasn't real smart (by the committee)," he said. "But there was really no other West Coast powers even close to Cal Poly that year."

And you guessed it. The Mustangs promptly lose to the Hor-

nets 24-19. Does the committee choose Cal Poly after a loss to the lowly Hornets? Magic.

"Obviously, they were looking ahead to the playoffs," Ahrendes said.

It's not until Jan. 7, 1981 that *Mustang Daily* proclaims the football team as national champions. Sure, Christmas break denies the immediate punch, but this story is big. Cal Poly 21, Eastern Illinois 13.

With the score 14-13 Cal Poly, Poly quarterback Johnston finds flanker Martin in the right flat. Known later as "the catch," Martin makes a circus grab for the touchdown.

"Craig told me later that he just threw it in the air and somehow Robbie made the catch," Ahrendes said. "Martin still doesn't know how he caught it."

The postgame celebration at the snow-lined Zia Bowl in Albuquerque, N.M. turns into weeks of jubilation when the players return to San Luis Obispo.

Hundreds turn out for a parade down Higuera Street to honor the Division II national champions. Harper is named Division II Coach of the Year.

"The whole town just rolled out the red carpet," Ahrendes said. "I remember them playing 'We Are the Champions' by Queen. Everyone just came unglued."

Nineteen weeks later, a picture of defensive end Tom Gil-martin — standing in the muddy

field, arms raised in triumph, — graces the *Daily's* front page.

"Let's face it, we're just a bunch of lucky guys," the headline read.

### •1981-1984, Women's Track

It started in 1981, with a reign of hurdlers and javelin throwers, high jumpers and sprinters.

For four consecutive years, only the names, honors and records changed. For four years, the *Daily* had the pleasure of telling the school and the nation that the championship trophy for Division II women's track and field would again be cased in San Luis Obispo.

These were the glory days for the lady runners and field event competitors. Second-year coach Lance Harter never assumed that he would be starting a dynasty.

In 1981, Cal Poly women's track and field team was not yet recognized by the NCAA. The team participated as an independent Division II school.

After two shining years in 1978 and 1980, Harter led his troops to Pennsylvania for the nationals with high hopes. A first place finish was not in his plans, however.

"This is such a great feeling," Harter told the *Daily* in 1981. "I guess nothing is beyond reach with these girls."

Former Olympian Karin  
See SPORTS, page 28



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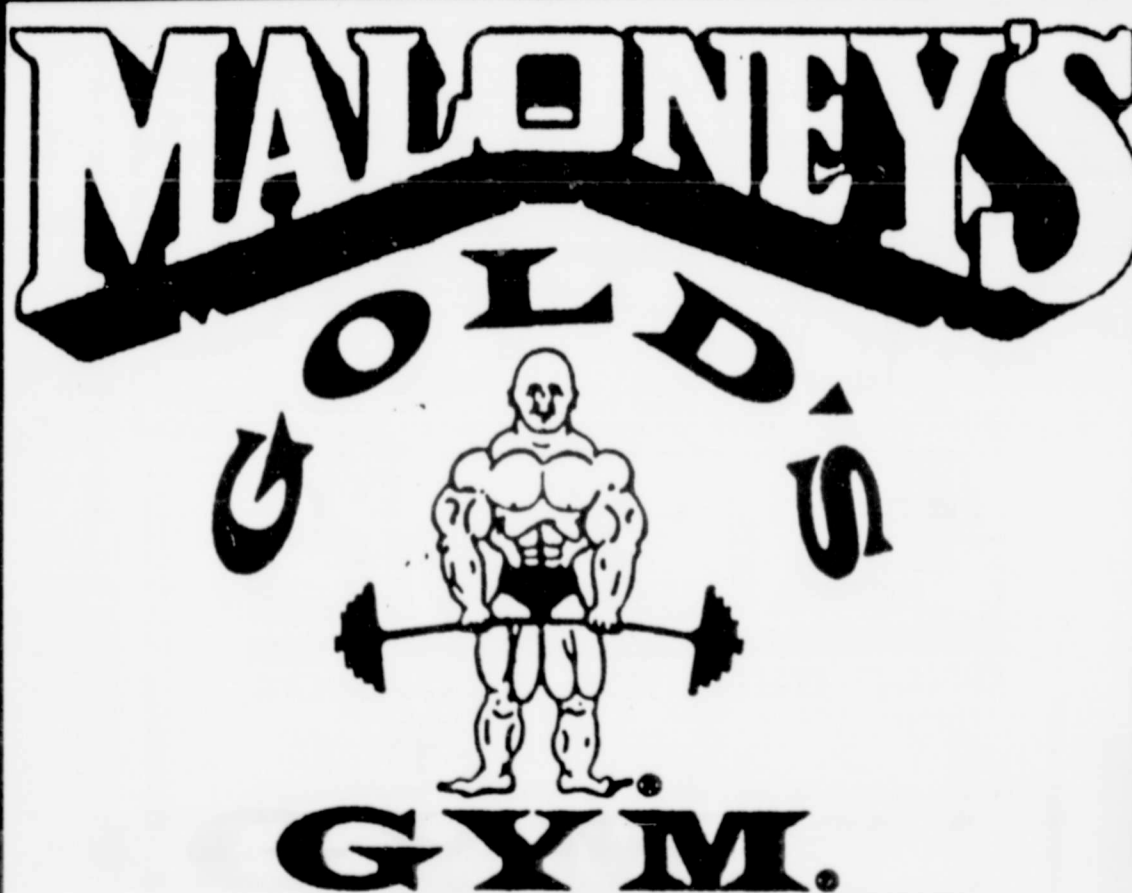
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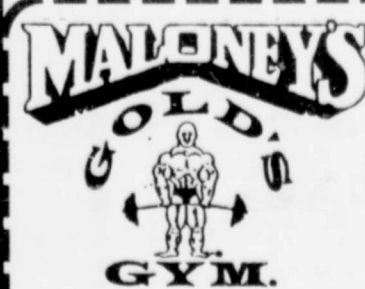
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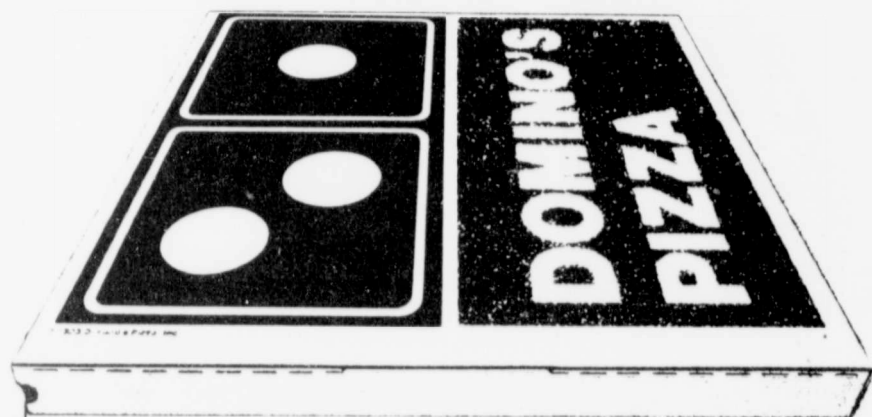
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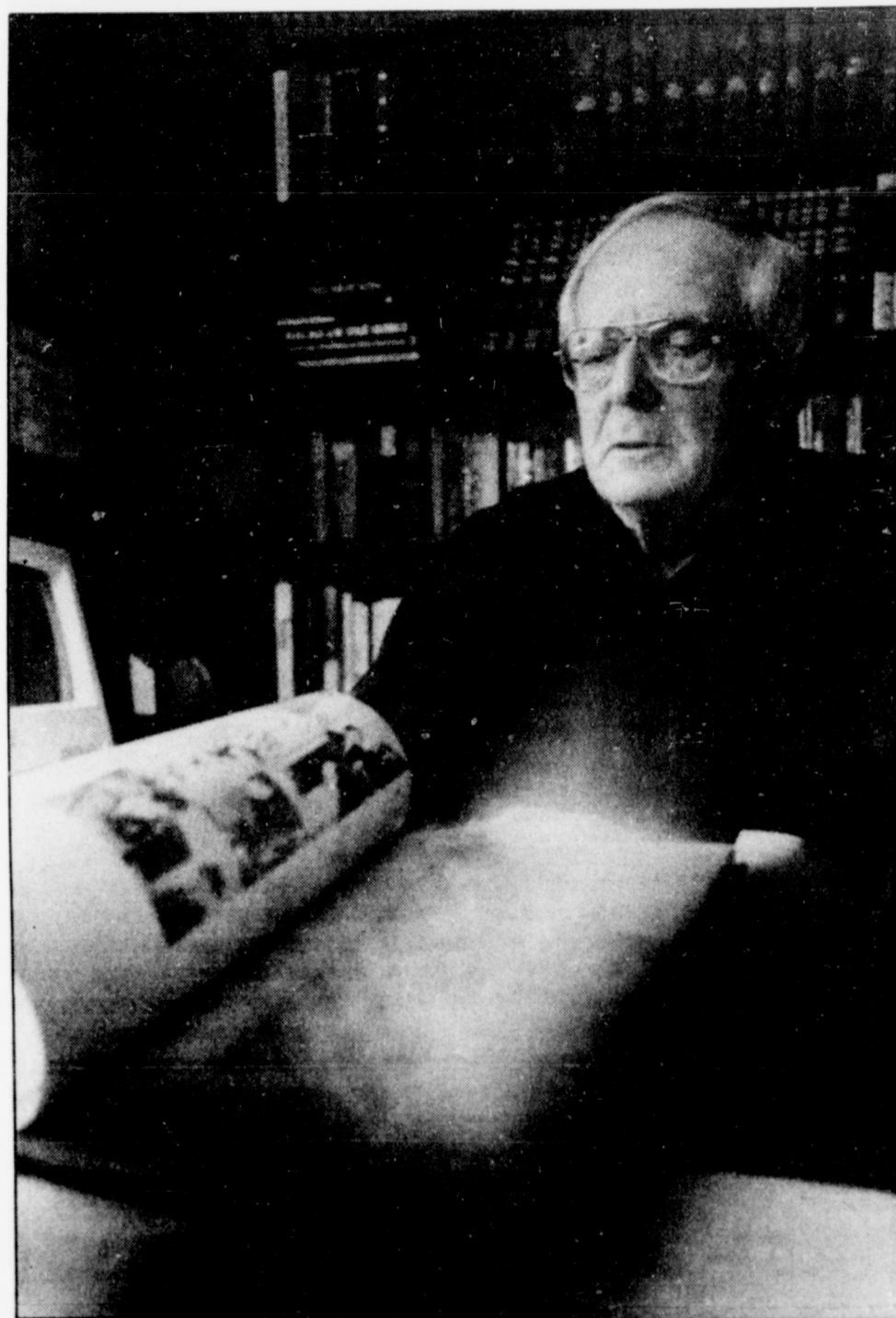
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# HISTORY—

## The man, the myth, ... the LIBRARY???



Robert E. Kennedy

HANS HESS/Mustang Daily

*by Shea Roberts*

He spent 39 years serving Cal Poly. He taught journalism and English classes; supervised all student and college publications; was adviser for the *El Mustang* and the yearbook; handled the public relations program; was head librarian for four years; served as dean of the School of Arts and Sciences; was vice president; and was Cal Poly's president from 1967-79.

Robert E. Kennedy was hired by former president Julian McPhee in 1940. At age 24 he had a bachelor's of science in English from San Diego State, part-time experience as a *San Diego Sun* reporter and a year of public relations work for Dan Murphy's gubernatorial cam-

paign.

Kennedy said a once-in-a-lifetime coincidence helped him get the job. "It just so happened that the man who was running for governor ... Dan Murphy and the man who was his campaign manager were both members of the State Board of Education. I didn't even know it!" Kennedy exclaimed. He said these were the two men who had helped McPhee by recommending that Cal Poly become a degree-granting university.

"With recommendations from these two men I think McPhee felt obligated to choose me."

Kennedy was hired in 1940 to teach journalism, supervise student publications, and handle

Poly's publicity.

"You want to talk about learn by doing. I learned by doing after I was hired," he said. "They handed me a camera my first year and told me I was teaching photography."

"I recommend teaching as the best method of learning," said Kennedy. But he admitted with today's competitive job market that students probably need a lot more than luck to land a job.

Kennedy spoke of his many responsibilities with a certain sense of humor. "I had experience in ... doing too many things at one time."

Kennedy said public relations for Cal Poly was an ongoing job.

See KENNEDY, page 29

**Q:** *Who's the library named after?*



"Kennedy, Robert F."

**Megan Garamendi,**  
soil sciences  
sophomore



"The guy who discovered the element used to make latex condoms."

**Kurt Sommerfield,**  
speech junior



"Robert E. Kennedy — a big benefactor of the school."

**Rini Keasy,** social  
sciences sophomore



## She minds the shop ...

by Sabrina L. Garcia

Madolyn Nix. Every department has one but they go by different names... Edna Bosch in the history department, Barbara Cheves in chemistry and Dianne Ellis in city and regional planning...

The women with all the answers to students' perplexing questions.

Like, do you have a Band-Aid? When's Professor Havandjian's (the journalism department head) office hour? Do you have any food?

Nix answers such inquiries with maternal patience (usually). In fact, she is affectionately known to journalism students as the all-knowing department mom.

"Madolyn is so helpful," said journalism junior Cindy Lee. "She is truly all-knowing. Every time I have a problem she knows exactly what to do."

"Every time I go to a teacher and ask a question, they send me to Madolyn," Lee said. "So even in their minds she knows everything."

Nix has been the department secretary for more than 18 years. In that time, she said, she has answered the same questions hundreds of times.

"After being here so many years, I get the same questions year after year," Nix said. "Even if the student has only asked the question once, I've heard it a hundred times."

Nix said she tries to be patient and she tries to be nice, but she gets frustrated when students ask questions when



See MADOLYN, page 29

Journalism department secretary Madolyn Nix

## ... And they do windows

by Meredith Rehrman

It's a dirty job, but somebody's got to do it.

Imagine walking into somebody's bathroom or house and being expected to clean up after them. There are, I'm sure, plenty of students who cringe at the thought of cleaning up after themselves.

Most agree that it's not fun picking up beer cans and crushed chips or washing that endless stack of dirty dishes that seems to never get any smaller.

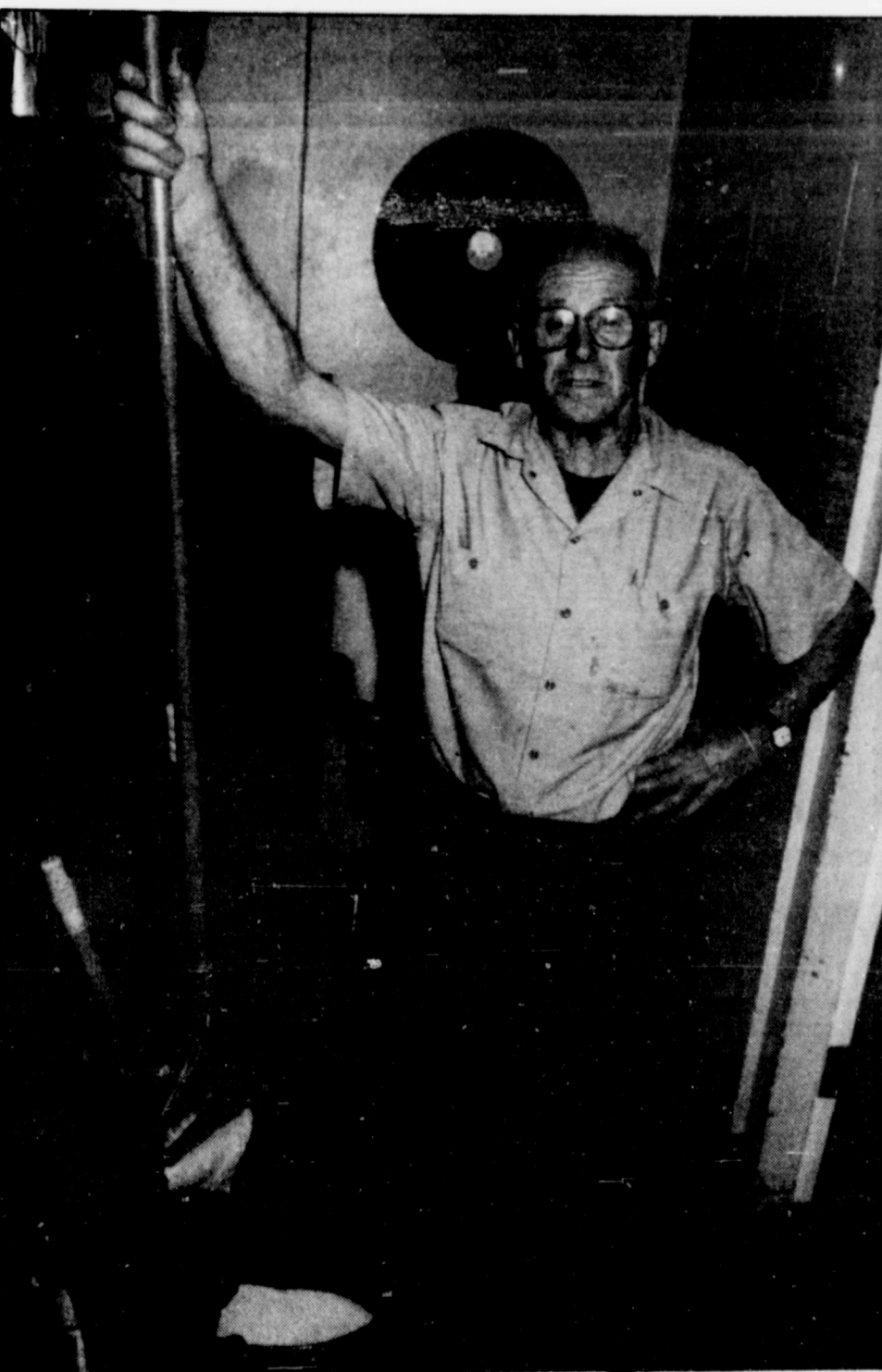
It's not fun trying to clean a dirty shower stall. And all of you know what I mean.

Many of the Cal Poly's custodians are "lucky" enough to face these kinds of chores every day, and although they might have sorry thoughts lurking in the backs of their minds, they go about their job much like any other employee.

Some even enjoy it.

For the past 10 years, Gerolamo Salmina has been the custodian in the Graphic Arts building (in which *Mustang Daily* and the journalism department are located). Students and faculty may see "Gerry" every morning working his way through the rooms and halls of the building, always with a smile on his face and a cheery voice.

Gerry's workday is not typical. While most students and faculty sleep, Gerry cleans bathrooms and waxes floors. His work station is not typical either. He does not work from a desk in an office with a view. Instead, he works from a huge cart that con-



See CUSTODIANS, page 29

Gerolamo "Gerry" Salmina

JON ROGERS/Mustang Daily

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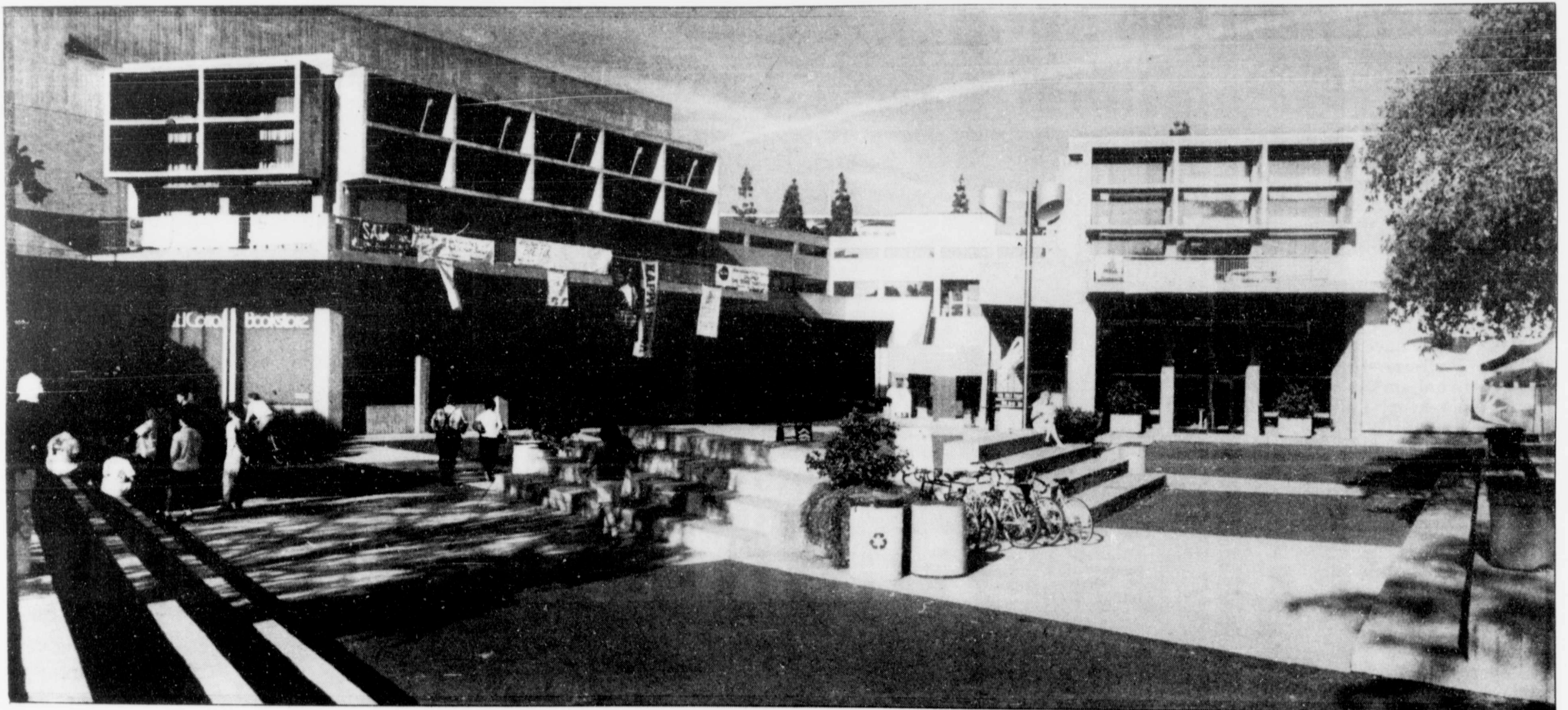
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PATRICIA MCKEAN/Mustang Daily

# Building a university

*The University Union overcomes budget problems to open in 1971.*

*by Patricia Allen*

It was the result of \$4.24 million, 14 different plans and programs, and about 20 years of hopes. On March 6, 1971, the Julian A. McPhee College Union, now known as the University Union, opened its doors.

A college union had been a dream since the opening of the school in 1906. The idea was given more serious thought during World War II and was included in the college's master plan in 1950.

In October 1955, two students traveled to Utah for the conference of the Association of College Unions, but five years later, the union was still just an idea.

In March 1960, then-Cal Poly President Julian McPhee announced that he hoped the first stage of the union project would be completed in three years. The

project would be financed completely with non-state funds, coming from revenues from the El Corral bookstore, revenue-producing features and private sources.

Also in March, Dan Lawson, activities director, announced the plans for the new union to the student body.

The first level was to be underground and would facilitate bowling, billiard and pingpong tables, locker rooms, snack bars and a barber shop. On the ground level there would be student body offices, an alumni office, a conference room and work/study rooms. Lawson suggested raising student fees to get the money for the project. In February 1962, the plans were submitted to the State College Board of Trustees for approval.

The cost of the project was estimated at \$2.25 million.

Nine months later, however, Cal Poly encountered money problems. Money from various sources for the new union was not coming in as expected, and only \$391,372 had been raised so far. Private sources for loans could not be secured because buildings on state property could not be used as collateral.

In 1964, a student election took place to impose fees beginning fall of 1966. The administration chose that year because they felt the union would be finished by summer of 1966.

By January 1965, an extra \$2 million had crept into the cost of the union, bringing the total estimated cost to \$4.24 million.

Cal Poly was granted a \$3 million loan to help finance con-

struction in August of 1966. One month later students began paying a \$16 a year increase in student fees.

Bids for construction opened in February 1968, and three months later construction began — the official starting date was March 8, 1968.

Three years later on March 6, 1971, Alma McPhee cut the ribbon, signifying the completion of her husband's dream.

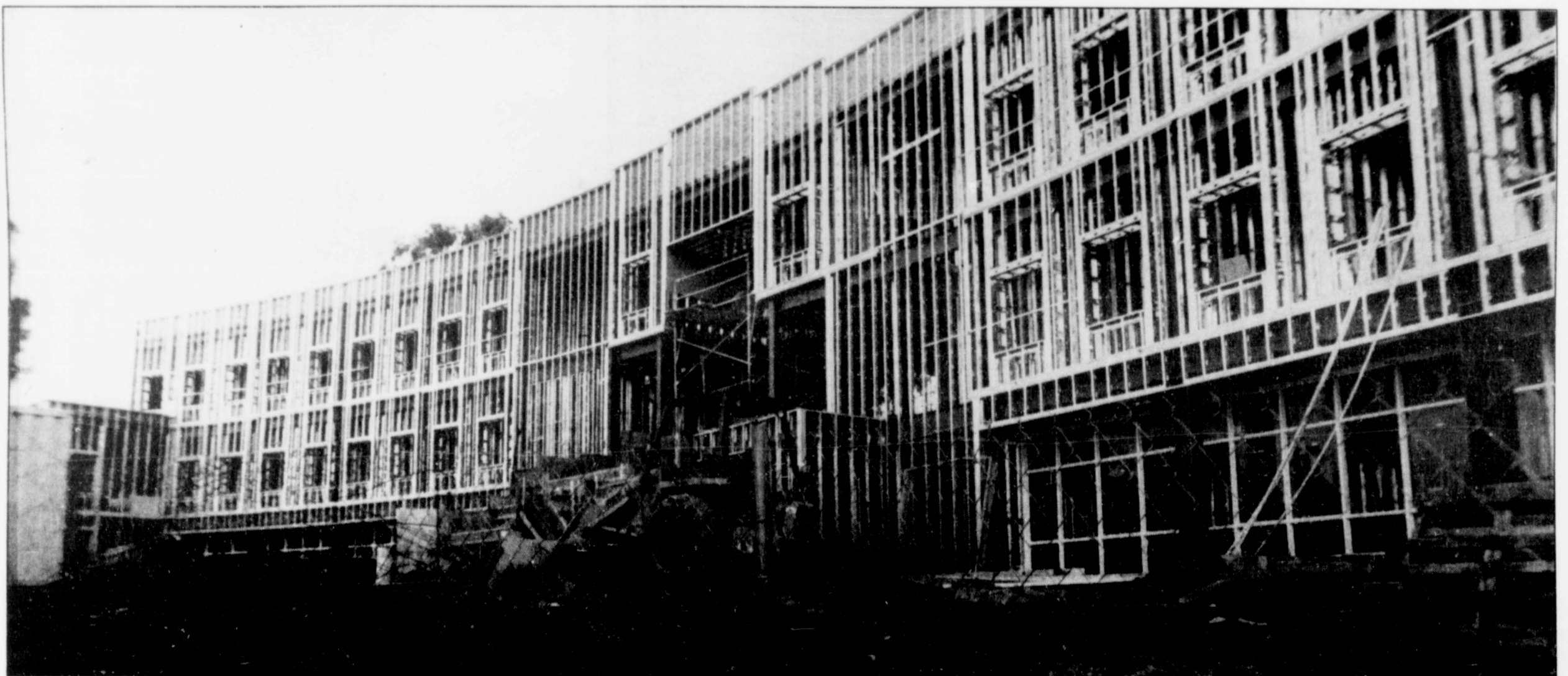
The new union boasted 106,000 square feet of floor space, 15,000 yards of concrete, an acre of glass, tons of reinforced steel and more than one acre of carpet. The lower floor housed the recreation area, which included 10 bowling lanes, two snooker pool tables, 10 standard pool tables, a craft shop which is now the current craft

center and a snack shop called the Burger Bar, recently replaced by the new Backstage Pizza.

Food was restricted to the Mustang Lounge on the first floor of the Union, and plans were being discussed for an ice cream shop and a barber shop. The ASI offices, the business office and the activities office were also on the first floor.

The upper level had three student lounges, three meeting rooms and a multipurpose room that could seat 900 to 1,384 for concerts or lectures. The Foundation office and small conference rooms could also be found on the upper floor.

*Patricia Allen is a journalism junior with a news-editorial concentration.*



PATRICIA MCKEAN/Mustang Daily





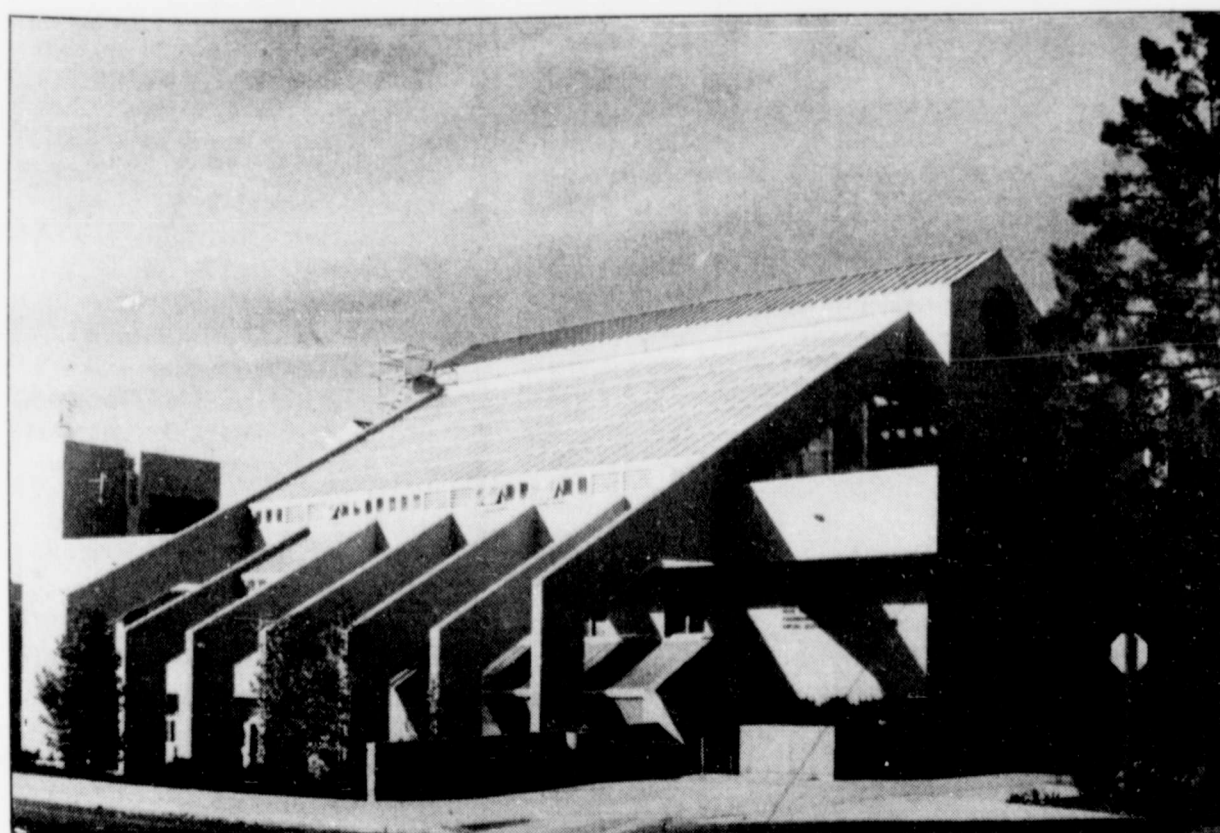
COURTESY OF UNIVERSITY ARCHIVES

**Previous page:** (Top) Students were provided with a central place to gather with the opening of the Julian A. McPhee College Union, now know simply as the U.U. (Bottom) The second Faculty Office Building, still under construction, is the newest structure on campus.



COURTESY OF UNIVERSITY ARCHIVES

**This page:** (Above) Army barracks surrounded the Dexter building in the 1940s. (Center) A woman poses in front of the former Domestic Arts building. (Lower left) The Agricultural Sciences building was completed in 1988. (Lower right) The Architecture building was voted the ugliest structure on campus by architecture professors in 1990.



PATRICIA MCKEAN/Mustang Daily



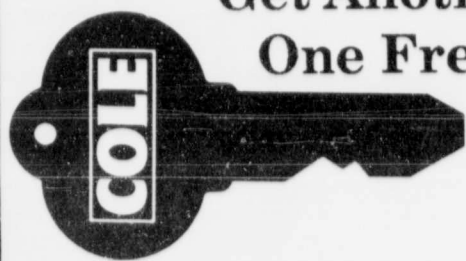
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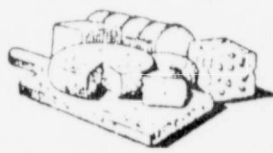
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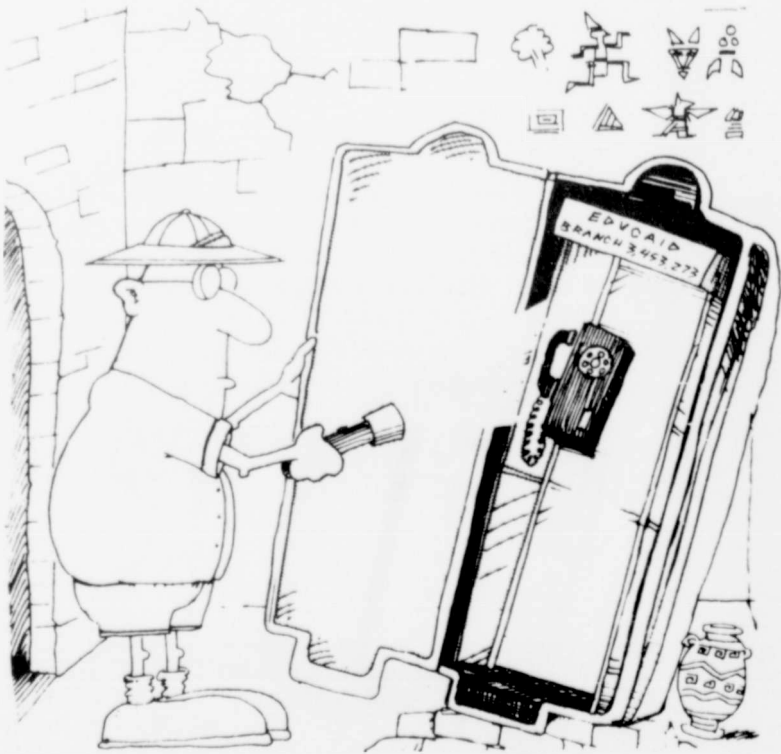
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From page 14

editorials representing the majority view of *Mustang Daily* editors.

Investigative Editor Jason Foster coordinates teams of reporters for long-term research and series, and covers fast-breaking news. Some investigative projects that have appeared in this year's *Mustang Daily* include a series about Cal Poly enrollment figures and another exploring the problem of sexual harassment on campus.

The Arts and Entertainment editor, Leslie Morris, is in charge of a weekly arts and entertainment section.

Sports Editor Adrian Hodgson serves as a liaison to all Cal Poly teams and coaches. He coordinates all sports stories and sports photo assignments and is responsible for laying out a weekly sports section.

Insight Editor Glenn Hom is responsible for a weekly forum for feature stories.

Freelance Editor Patty Hayes coordinates articles from sources beyond the paper's staff. Hayes is in charge of a daily feature column on page 3 and layout and organization of the paper's special sections.

In addition to their special duties, each of the editors mentioned read, edit and write headlines for stories on a daily basis.

Jon Rogers, the photo editor, coordinates all photographers for *Mustang Daily*.

Illustrator Jennifer Smith draws the cartoons to accompany commentaries for the opinion page. She also creates logos for feature columns and art to accompany longer features.

**— THE ADVISER**

The role of *Mustang Daily's* adviser is to offer suggestions — primarily when they are asked for — to the editors, regarding the paper's production, said current adviser Herb Kamm.

"The *Mustang Daily* is essentially an experimental operation, to learn by doing through mistakes. The adviser is only an adviser. I am not the boss," Kamm said.

"The final decision to print or



COURTESY OF UNIVERSITY ARCHIVES  
*El Mustang*, *Mustang Daily's* predecessor, used new and innovative ways to get the news, such as this photographer's jeep.

not to print any news or editorial matter rests with the editors," Kamm said. "The editors are competent. They are mature, imaginative and they are very dedicated."

"They take their work seriously and take a great deal of pride in it as well."

**— THE REPORTERS**

Working for *Mustang Daily* is a big responsibility and requires long hours of dedication, including forsaking other classes to do *Mustang Daily* work and receiving late-night or early-morning phone calls from editors about fast-breaking stories. I know because I am a reporter.

Reporters are given "beats" to

cover, such as covering the City Council, ongoing ASI activities or one of Cal Poly's seven schools.

A lot of time is spent to ensure that the readers receive informative, accurate stories. For some reporters — those who put a lot of effort and time into it — *Mustang Daily* proves to be a rewarding experience. It helps them decide if they wish to continue newspaper reporting as a career.

It takes the combined effort of the journalism department, the adviser, the reporters and the editors to ensure a quality paper.

*Jamie Kerhlikar is a journalism senior with a public relations concentration.*

**SPORTS**

From page 22

Smith won the javelin event. Distance specialist Eileen Kraemer won the 1500-meter run.

In that 1981 season the Mustangs brought home a total of 14 All-American honors. More than 50 All-Americans were recognized during the next four years.

Among those honored were heptathletes Liz Carroll and Chris Dubois, three 1500-meter runners — Kraemer, Amy Harter and Gladees Prieur — and 100-meter winner Cece Chandler.

Then, in 1985, the streak ended.

Abilene Christian 106, Cal Poly 103.

Prieur set a 1500-meter record time of 4:16:78, and Chandler won the 100-meter dash. But it wasn't enough for a fifth straight title.

"Women upset in bid for fourth straight title," read the 1985 *Mustang Daily* headline. But Poly women's track and field would again rule the nation.

*Grant Landy is a political science senior with a minor in journalism.*

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## MADOLYN

From page 25

they should know the answers.

"Over the years I have become such a fixture," Nix said. "A student came in the other day and asked me for one of the professor's office hours. She knew they were posted outside in the hallway where they've always been. So I just looked up at her from my desk and directed her to the bulletin board."

"She looked at me sort of apologetic and said, 'I've asked you that before haven't I?' and I said 'yes.' Then she went out and looked at the board."

Even the professors rely on her for just about everything.

Professor Jim Hayes said once he was

at a restaurant having dinner with his wife when he saw an old student of his and he could not remember her name.

"I called Madolyn at home and described the girl over the phone," Hayes said. "I just knew she was going to come over and say hello, and I didn't want to be embarrassed. Madolyn knew exactly who she was. I knew she would."

Hayes worked closely with Nix as the department head from 1986 to 1988. He gave several reasons for Nix's popularity among staff and students.

"She's very thoughtful," Hayes said. "Every birthday is marked with a card. She makes people feel like family."

Hayes said he has nothing but praise

for Nix and said she knows more about the department than anyone else.

"She's professional, yet she's very sweet," Hayes said.

"Once I called her and started talking right away and she said, 'don't you know enough to say good morning?'" he said.

"And ever since then, when I've called, I say 'Good morning Madolyn, how are you?' And I spend two or three minutes being sociable before I talk business."

Nix often goes above and beyond her job description, as a department secretary, to help students. Once she and her husband Doug even took in a student who had been evicted from her apartment.

Sue Sumner-Moore, a 1979 graduate,

said, "It was in my senior year, and I was taking 23 units. My roommate had neglected to pay her share of the rent, and we all got evicted. I didn't have a lot of time to find a new place, and Madolyn and Doug offered to take me in," Sumner-Moore said.

"She is just a remarkable person. We still write to each other, usually at Christmas," Sumner-Moore said. "She's just a real special person. I sure appreciate all that she did for me while I was in school, and I know there are countless others who could say that too."

*Sabrina Garcia is a journalism senior with a concentration in public relations.*

## CUSTODIANS

From page 25

tains everything from window cleaner to paper towels, necessary items for a spot-free environment.

"I try my best in here," he said. "Let's say a custodian tries to save time or is lazy. You can't do the job in a short time."

Before transferring to Graphic Arts, Gerry used to work in the residence halls. He agrees that the change was good.

"I like this better than the dorms because up there I would come in at 7:30 a.m. when the students were getting up, and it's hard to work around them when they move around so much," he said.

For the most part, Gerry said is happy where he works and takes pride in his job. He especially likes working in the young atmosphere.

"I like to work around young people," he said. "I try to talk to everybody and be nice because if I'm nice to them, then they are usually nice to me."

"When people come into the building and I say 'good morning,' sometimes they look at me like I'm nuts or they're too serious and won't answer. Talking to people is nice, and you never know about someone unless you talk. You might learn something."

Gerry has worked at Cal Poly since 1969, when he came to

America from southern Switzerland, and still enjoys the campus life. One of his favorite hobbies is attending athletic events whenever he has the time.

"I'm crazy about the sports," he said. "I used to go to pretty much every game because I like to see the people. It's nice to see the students beat other teams."

But Gerry's main priority is his work and doing it well.

"A lot of people try to do as little as possible, and that is not good," he said. "Any place you work you should be punctual and do the job well."

Dolores Scoggins, a custodian in Tenaya residence hall, believes in the same work ethic and gets a lot of satisfaction from her job. A lifelong resident of San Luis Obispo County, she has been working in the dorms for the past five years. Whether it's vacuuming the halls or cleaning the bathrooms, she is not satisfied until everything is spotless.

"I start at 7:30 a.m. and finish at 4 p.m. and sometimes I say, 'gosh, I didn't get this done or that done.' I like to be in a clean environment, and some days when the workload is heavy I can't do as good a job as I would like to."

Her workload is not one many people would envy. Cleaning up tobacco and food in bathroom sinks, picking up beer cans and bottles and clearing up after

people is not always fun.

"I dreaded it when I found out I had boys to clean up after," she said. "I thought it was going to be really hard, but everything has worked out fine. They see me coming and get their business taken care of so I can get my work done."

"They've all been really nice to me. Sometimes you think they take you for granted because you're there to clean up after them, but they appreciate you."

Dolores has been given signs of appreciation in more ways than one this year.

At the beginning of the school year, she and other dorm custodians were given a special breakfast and certificate of appreciation. She was also surprised when the third-floor male residents gave her a card and flower arrangement, which she found on the bathroom window ledge just before spring break.

"I thought that was so nice of them," she said. "It was really outstanding what they did."

"I enjoy working with the kids and feel like they are all my own and it's nice to be there for them. I really enjoy coming to work everyday, but I wish I could've started earlier."

*Meredith Rehrman is a journalism junior with a agricultural communications concentration.*

## KENNEDY

From page 24

He continued his public relations duties even after being appointed assistant to the president in 1951.

Kennedy said many people think Cal Poly's public relations program made it too popular, and that now it is too big for itself. "I think it's fine. When it gets too big you lose a sense of community on campus," he said. He said Cal Poly has maintained that sense of community even as enrollment has risen.

Kennedy said he had seen major changes over his 39 years at Cal Poly. "I think one of the biggest changes has been the number of women at this school," he said. "From 1940-56 the school was all male. I think it improved the education process at Cal Poly."

He said at the least it changed the way the men presented themselves. "It changed the way guys dressed. Some wouldn't shave for a month," he said.

Kennedy was appointed president by the CSU Board of Trustees on May 1, 1967. "I was the first person the Board had ap-

pointed from our own campus," said Kennedy.

One of his major contributions was the Cal Poly library dedicated in his honor. He helped acquire funding for the library.

"The trustees and everybody said it couldn't be done," said Kennedy. He explained former Gov. Jerry Brown's policy stating all existing campuses which have reached their enrollment capacities will not receive funding for new buildings.

"I thought it was a ridiculous policy. But that wasn't what really stirred him up," said Kennedy. "I got help from the whole ag industry and oil industry, Standard Oil and the AFL/CIO. Then I got a list of his campaign contributors and had them put the pressure on."

Kennedy said groundbreaking was on March 17, 1978. He said he specifically chose St. Patrick's Day because he thought there was a little luck involved from the project's beginning.

The dedication was a surprise to Kennedy. "My kids and grandchildren were all there, hiding behind the fence. And of

course I got kind of teary-eyed." He said he couldn't even read the inscription on the shovel that he was presented.

He chuckled as he said, "I'd say maybe a majority of the students at Cal Poly think that library is named after former U.S. Senator Robert F. Kennedy. Someday someone will probably change the 'E' to an 'F' because they thought it was a mistake."

Kennedy said he feels as though he has grown up with Cal Poly. He said what he found most rewarding was "the sense that you had a hand in building an institution that has achieved international recognition."

Kennedy said he enjoys working with students and feeling he is doing something to help others. "I think journalists have that same opportunity to help others. I think that's what is attractive about the field," he said.

Kennedy said he realizes students today are not likely to find the same opportunities he found. But he said it is important to look for opportunity where it is least expected, such as another premature Cal Poly.

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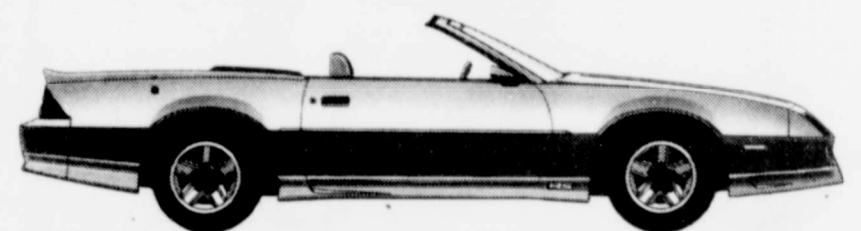
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Dance at Elks Lodge at 9:00 pm

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|                      | ADVANCE | GATE |
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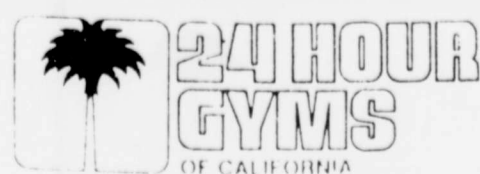
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