



High 66°
Low 32°

MUSTANG DAILY

Friday

January 29, 1999

CALIFORNIA POLYTECHNIC STATE UNIVERSITY SAN LUIS OBISPO

By Alexis Garbeff
Mustang Daily

Welcome to Miami. Or for those of us who won't be traveling 2,716 miles to experience the Super Bowl this Sunday, welcome to San Luis Obispo.

Everyone, with an exception of the privileged few, will not be watching the game in Miami. For this majority, I offer a few San Luis Obispo restaurants and bars whose Super Bowl parties might ease the pain of not being there in person.

At the top of the party list is Madison's Bar and Grill's third annual VIP party. Although private invitations have already been distributed, you can be a Madison's VIP for \$5. According to Mark De Simone, manager, the \$5 is not a cover charge but provides drinks and appetizers for the 21

see PARTY, page 3

Getting set for the Super Bowl



Super Bowl stirs big business

By Adam Russo
Mustang Daily

Going to the Super Bowl? Better bring your Visa card, and your MasterCard, Citibank card, Discover card, an ATM card, your checkbook and plenty of cash as well.

The Super Bowl, being one of the highest-rated television shows every year, generates an unimaginable amount of money all over the country. From the cost of party supplies and snacks to the \$1.6 million price tag on a 30-second commercial during the game, cash registers are ringing everywhere.

Locally, the Super Bowl has some economic effects, mainly on new televisions.

"Our busiest time ranges from the Christmas season up until the Super Bowl," manager of Audio Video City Keith Lefevre said. "After the Super Bowl, our sales slow a bit."

The local bars and grills will be having Super Bowl parties Sunday, hoping free food and raffles will get students to open their wallets. Also, liquor and grocery stores stand to sell

massive amounts of chips, dips, soda and beer.

On a national level, let's begin with the Fox network. Fox paid over a billion dollars for partial rights to NFL football and the Super Bowl. It's no wonder the station has scheduled seven hours of pre-game show — to generate some revenue from those expensive commercials.

OK, so a spot during the pre-game show doesn't go for \$1.6 million every 30 seconds like in the game, but the money earned from the massive amounts of commercials set to air will take a large bite out of the overall cost of hosting NFL football.

The host city of the big game, Miami, is set to see its economy receive a huge boost just by holding the game in Pro Player Stadium. The NFL estimates the Super Bowl will have a \$250 million impact on the city. Miami officials expect more than 140,000 people to be in town, filling their golf courses, hotels, restaurants and malls.

The NFL dishes out some money as well. According to the NFL, the cost

Super Bowl Odds and Proposition Bets			
Favorite	Spread	Underdog	
Denver	7	Atlanta	
Team	Over/Under	Moneyline	
Denver	Over 30	-120	
	Under 30	EVEN	
Atlanta	Over 23	-120	
	Under 23	EVEN	
Team To Score First	Moneyline		
Denver	-145		
Atlanta	+120		
Games' First Score:	Odds		
Denver Field Goal	3-1		
Denver TD Pass	5-2		
Denver TD Run	9-2		
Denver TD Other	20-1		
Denver Safety	60-1		
Atlanta Field Goal	4-1		
Atlanta TD Pass	5-1		
Atlanta TD Run	6-1		
Atlanta TD Other	20-1		
Atlanta Safety	60-1		
Total Points Scored	Odds		
0-10 Points	150-1		
11-20 Points	40-1		
21-30	18-1		
31-40	9-2		
41-50	5-2		
51-60	2-1		
61-70	3-1		
71-80	7-1		
81-90	30-1		
91 + Points	35-1		
Game's First Touchdown	Odds		
Terrell Davis	3-1		
Ed McCaffrey	6-1		
More TD Passes			
John Elway	-1/2		
Chris Chandler	+1/2		
More Rushing Yards			
Terrell Davis	-240		
Jamal Anderson	+200		
More Pass Receptions			
Ed McCaffrey	-110		
Terence Mathis	-110		
Total Falcons Points vs. Maryland's Steve Francis' Total Points + Assists vs Wake Forest 01/31/99			
Falcons Points	-110		
S.Francis' Points + Assists	-110		
Ed McCaffrey's Receiving Yards vs North Carolina's Points Scored vs Georgia Tech 01/31/99			
McCaffrey Yards	-110		
North Carolina Points	-110		

Mustang Daily Picks'em

Ryan Becker:

Atlanta 30 Denver 21

"Atlanta has got a strong team and I don't see Denver repeating."

Ryan Huff:

Denver 27 Atlanta 17

"A team that plays in a dome has never won the Super Bowl. The Falcons won't be the first."

Matt King:

Denver 38 Atlanta 17

"It's going to be a joke. Denver will dominate."

Kim Kaney:

Atlanta 31 Denver 27

"If Atlanta can run the ball, they can win, but it will be close."

Joe Nolan:

Denver 44 Atlanta 23

"Denver has the best offense in the NFL and Elway will pick apart the outspoken Falcon secondar."

Adam Russo:

Denver 31 Atlanta 20

"The Broncos have a superior team and I hate that stupid dance."

Jen Stevenson:

Denver 21 Atlanta 17

"The Broncos will win because they are clearly a superior team."

see MONEY, page 7

Luminous, lightweight and loose-lipped at the Super Bowl

Broncos kicker a star

MIAMI (AP) — The instant he saw wide receiver Jason Elam kick a football, Georgia prep coach Dave Hunter made a snap decision. Elam had caught his last pass.

"I told the receivers coach to leave him alone," Hunter recalled. "Then I told Jason, 'Sit down on the bench. If you get up, I'll kill you.'"

It was Elam's senior season at Brookwood High in Snellville, Ga., and Hunter was in his first year as head coach.

Elam kicked only sparingly

see BRONCOS, page 6

MIAMI (AP) — The luminous, the lightweight and the loose-lipped have a way of stealing the Super Bowl spotlight.

For every Joe Montana, John Riggins and Emmitt Smith, there's been a Mark Rypien, Larry Brown and Desmond Howard who took MVP honors.

For every serious game prediction, there's been a Joe Namath guarantee and a Jim McMahon moonshot.

And this year, there's the Shannon Sharpe-Ray Buchanan trash-a-thon.

Here's Thursday's installment:

Sharpe: "Tell Ray to put the eyeliner, the lipstick and the high heels away. I'm not saying he's a cross-dresser; that's just what I heard."

Buchanan: "I'll tell you, that's an ugly dude. You can't tell me he doesn't look like Mr. Ed."

The Atlanta cornerback, who wore a dog collar to media day because the Falcons are considered underdogs, clearly isn't taking a backseat to the Broncos tight end in the dissing department. But that's one of the few areas

where defending champion Denver and upstart Atlanta appear equal heading into Sunday's game.

Terrell Davis, last year's most valuable player in the big game — and this season's NFL MVP — frowns when asked about the disparity in Q-rating between his defending champions and Atlanta's first-timers.

"People rate you according to your status," said Davis, the fourth 2,000-yard rusher in league history this season, "and if you start to live like that, I think it becomes a problem."

"I know what it takes for me to get ready to play on this level. I always make time to work out. I knew that was the most important thing for me ... even when I was on the road, I was working out in hotels. I know where my bread is buttered and it is on the field, not off the field."

On the field, the Broncos are far better known. They have a future Hall of Fame quarterback in John Elway.

They have "Romo," intimidating linebacker Bill

Atlanta alcoholic

MIAMI (AP) — Atlanta Falcons WR Terence Mathis chose this week, of all weeks, to admit to an alcohol addiction, which was threatening to ruin his life as a husband and a new father.

Call it true confessions. Call it cathartic. But almost as quickly as Mathis brought it up, he told reporters that he didn't want to talk about it anymore.

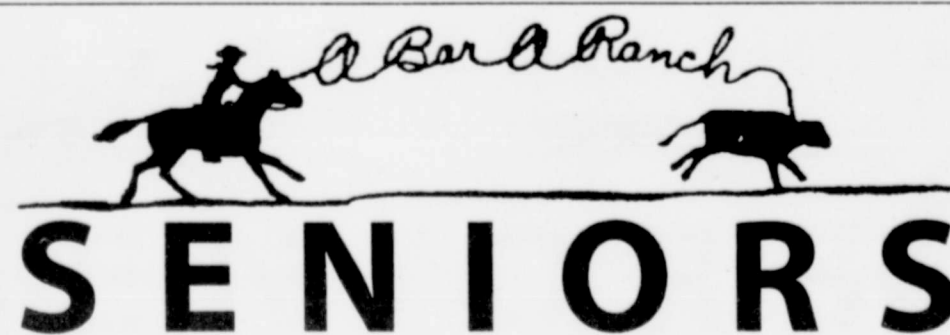
"I'm at peace with myself," Mathis said at Tuesday's Super Bowl XXXIII Media Day. "I won't tell you I haven't had a beer or two in the last couple of days. But

see ATLANTA, page 7

see STARS, page 6

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Minimum Qualifications: Must obtain a certified Water Safety Instructor Certificate, a valid Adult/Child/Infant CPR certificate and a Standard First Aide certificate within 6 months of employment. All certificated/licences must, thereafter, be maintained throughout employment.

Submit County application forms to Personnel Office, Room 384, County Government Center, San Luis Obispo, CA, 93408.

Deadline: 2/19/99 **Jobline Phone Number:** (805) 781-5958.

AN EEO/AA EMPLOYER

Students prepare dips, drinks

By Jen Stevenson
and Trisha Thorn
Mustang Daily

Whether you're crossing your fingers for the Broncos to win their second Super Bowl or doing the "Dirty Bird" with the Falcons, there is a way for all fans to unite on Super Bowl Sunday — parties, parties and more parties.

Even though the teams change each year, the way people watch the game stays the same. Most Cal Poly students seem to have the same plan — get together with some friends, drink some beer, and barbecue — the basics of a good Super Bowl party.

"We're starting around noon, and we're going until everyone passes out or goes downtown," Todd Buonaccorsi, an industrial technology senior, said.

Buonaccorsi, a Broncos fan, plans to have about 20 people join him for a barbecue Sunday. But don't expect to see any Falcons fans at his bash.

"I'm a big Broncos fan," he said. "I'm not letting any Falcons fans in."

Most people aren't so exclusive however. Anybody who will throw down for a keg or put money in the betting pool is welcome.

Agricultural science junior Adam Pahl isn't concerned about which team takes home the rings, he's just looking forward to hanging out with about 40

Fox Sports Super Sunday Schedule

8:00 a.m.	Super Bowl XXXIII on Fox Kick-off show with Terry Bradshaw, James Brown, Howie Long and Cris Collinsworth
8:30 a.m.	Hardcore Football with Ronnie Lott, Bill Maas and Ron Pitts
9:00 a.m.	Super Bowl XXXIII: NFL All Access with Keith Olbermann
9:30 a.m.	All Madden/All Millennium with John Madden and Pat Summerall
11:00 a.m.	Pre-Game Show with Bradshaw, Long, Brown and Collinsworth
3:00 p.m.	Super Bowl XXXIII with Summerall, Madden, Maas and Pitts

guests at a friend's annual Super Bowl party.

"I don't care who wins the game," he said. "I just want to drink beer. We're starting an hour or two before and going on into the night."

The most popular party foods remain traditional snacks like chips and dip. For most Super Bowl enthusiasts, a barbecue is in the works, provided it doesn't rain. And while a keg seems the most common choice for satisfying thirsty fans, not everyone requires beer to enjoy the game.

"No keg," Danielle Samaniego, a journalism senior, said. "We're just mixing up whatever anybody brings."

Despite San Luis Obispo's excellent party choices, some found better options out of town.

Bill Hanley, a mechanical engineering senior, is headed to Los Angeles for the big day, to revel with 50 other football fanatics at a Super Bowl super bash. Emotions and bets will be running high

at Hanley's celebration.

"My buddy's throwing a huge party, with a big Super Bowl pool — \$10 a square," Hanley said. His money will be on the Falcons.

"I'm going for the underdogs," he said. "I'm totally opposed to the Broncos."

Tim Frigon, a mechanical engineering senior, stands to lose even more than money on the game.

"I'm betting my shirt on the whole thing," Frigon said.

Some local fans, frustrated by the end of Cal Poly's football season, are funneling their creative energies into their favorite Super Bowl contender.

Denise Cahill, a psychology senior and Falcons fan, plans to have a small group of friends over for some serious spectating.

"I'm decorating with Falcon colors," she said. "I am so pumped up, I can't wait. I hope the Falcons kick some butt."

ONION DIP

1 Jumbo Vidalia onion, chopped
2 md Tomatoes, peeled or chopped
2 md Vidalia onion, chopped (with 1/8 ts Cumin -green tops if in season)
1 ds Worcestershire sauce
3 tb Chopped green chili peppers
1 lg Tomato, peeled or chopped
1 ds Tabasco sauce
3 tb olive oil
3 tb Sliced black olives
Salt and pepper to taste
Combine the above ingredients and chill well. Serve with corn chips.
Source: The Original Vidalia Onion Cookbook

ARTICHOKE DIP

14 oz Artichoke Hearts; 1 Cn
1/4 c Romano Cheese; Grated
1 ea Garlic Clove; Small, Minced
Garnish
1/4 c Parmesan Cheese; Grated
1 c Mozzarella Cheese; Shredded
1/2 c Mayonnaise
1 x Paprika
The artichoke hearts should not be marinated Artichoke Hearts.
Rinse and drain the artichoke hearts, then remove and discard the fuzzy chokes. Chop the artichoke hearts. Mix all of the ingredients, blending well and place in a greased 1 1/2 quart casserole. Bake at 325° F. for 25 minutes and serve hot.
Makes about 3 cups of dip.

Bean Dip a la Dr. Pepper

1 Can Red Kidney Beans
3 tb Tomato Paste
2 tb Oil
1 ts Salt
1/4 ts Black Pepper
1 Clove Garlic, Minced
Combine all ingredients except the last 2 in saucepan; heat to boiling. Pour into blender or electric mixer; add cheese. Blend on high speed until well mixed. Pour into warmer dish; cover with bacon.
Serve with chips, crackers.
Source: Cookin' with Dr. Pepper

PARTY

continued from page 1

and over guests.

"We have 12 televisions, two big-screens and we have recently beefed up the sound system," said De Simone. "One can see a television from every angle of the bar, that's more than any other restaurant in SLO."

Madison's VIP party will start at 2:45p.m. to 3:45p.m.

If you choose to go to Tortilla Flats to watch the Super Bowl, you can participate in drink specials, a free nacho bar and a raffle.

According to Shari Clark, manager, Tortilla flats will raffle off a Super Bowl mirror, neon signs, an inflatable football player, and other Super Bowl paraphernalia.

Clark is expecting 100 to 150 people will gather at Tortilla Flats, and there is plenty of food for all.

Tortilla Flats' raffle and party will start at 3 p.m. — all ages are welcome.

Lastly, The Graduate Restaurant is having a "Big Ass Draft Special," according to Scott Smith, manager. The special will include



Steve Schueneman/Mustang Daily

JOINT IS HOPPIN': Madison's (LEFT) and Firestone (ABOVE) will both host Super Bowl parties.

Miller, Samuel Adams and Fosters beers. The Graduate has eight televisions and four big-screen televisions. Smith anticipates that all 600 people, who are expected to attend the 3 p.m. party, will have no problem watching the

game.

So here it is, a few ideas that might help to spark-up your Super Bowl Sunday. Regardless of which team wins — the Broncos or the Falcons — at least you will be partying in style.

Some choose not watch the big game

By Jayme Fulford
Mustang Daily

The roads are empty. The sidewalks are clear. The Cal Poly Rec Center is not crowded. Yes, it is that time of year again. A day that Americans celebrate by sitting on the couch, eating chips, and drinking beer. Super Bowl Sunday has evolved into a national holiday that does not go unnoticed.

Millions of individuals will put aside their homework, skip their workout or even miss church to watch the Super Bowl.

"I am not usually interested in football but since there are so many parties going on, I will make a sacrifice and watch the game," nutrition junior Lindsey Wilson said.

An abundant amount of Cal Poly students said that they would spend

the day hanging out with friends and watching the Bronco/Falcon battle. However, when asked what they would like to do if they could not watch the game, they came up with some outrageous ideas.

"I would be recovering from the night before by watching some wrestling on TV. Nothing beats the WWF," economics junior Nicolo Manlapaz said.

Shopping is always a good alternative to watching sports.

"I would be shopping in Santa Barbara to find the perfect pair of shoes to match my snake-skin dress," animal science junior Jen Matos said.

Another student had a completely different idea on what he would like to do.

"I think I would probably want to get my car from impoundment, I have

been meaning to do that," recreation administration senior Phil Labrum said.

Beanie Babies have recently become popular items and one student would not miss a chance to purchase the latest Beanie.

"I would be perfecting my Beanie Baby collection by searching every Hallmark store on the Central Coast for the Beanies that I don't have," recreation administration junior Molly Sandman said.

Another possibility would be to find the perfect date.

"I'd be chasing girls," business freshman Jackson Grunsky said.

And some are not interested in the game at all.

"Wait, you mean the Super Bowl is this Sunday, I guess I would be studying then," journalism sophomore Jordan Roberts said.

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Communication is key to breaking the taboo

This is a warning. I am about to present a phrase which will make most people cringe. Are you ready? SEXUAL HARASSMENT! There, we made it through safely. Why, you ask, am I dragging out this frightening term? Why can't I let you continue with your blissful life of guarded phrases and avoided eye contact? Because I had a vision! An epiphany! Well, let's just call it an insight.

The actual source of this inquiry stems from my current involvement in the production of "Oleanna", a play written by David Mamet (performed March 11, 12, and 13 in room 212 of the Theatre building) (what, can't I plug my own show?). The main theme of the play is sexual harassment, specifically between a teacher and a student. Subsequently, my involvement in the play forced some attention upon the feared subject at hand. Here is a summary of my rumination.



Jon Wilson

First, where did sexual harassment come from? Basically when the modern woman achieved a greater degree of dignity she decided freedom from the daily ritual of being treated as a sexual tool was also part of that package (you can breathe now).

Second, what exactly is sexual harassment? Common answer: ummm, like when you touch someone in a bad place? No! You can do that! Your parents do that! OK, revision: When you touch a stranger in a bad place? No! Bars, clubs and

parties would all vanish if this were illegal. Final revision: Sexual harassment is an unwanted sexual advance. That sounds about right.

Finally, why is sexual harassment still perceived as such a vague concept? The answer to this question has to do with the idea of modern individualism. If the rules for sexual harassment were detailed and if they were the same for all then there would be little ambiguity. However, we now, as a nation, purport to respect individual rights. Because of this we must laboriously estimate the recipients response to any kind of stimuli which could be considered remotely sexual. To render the previous sentence readable: We must get to know people!

Potentially it's a win-win situation. Women are no longer treated as objects and men are still allowed to fulfill their sexual desires. (I realize there are instances of reverse sexual harassment and that women too have desires but you get the general picture.) All that is required is honest communication and a reasonable interpretation of actions, words, and body language. Each person and situation must be assessed in order for anything to rightly commence. You might say this is dirtying love with a ridiculous amount of red tape. But that is not the case.

First of all, love is not an issue here if we are discussing sexual activity with strangers. Second, this is simply asking that we treat people as ends in themselves and not as means to an end (as Kant would say).

So go for it! You can still grab someone's ass if you want to. You can even use a nasty word or two if you like. But you must first determine if it is all right with that person. I can already hear the phones dialing to capture next quarter's "intro. to speech communication" class (oh, and it's OK to say whatever you want to the Capture Lady).

A side note: Please write opinion letters! If no one writes in, the opinion editor will fill the Opinion pages with advertising and boring letters from other schools. I know you have some standpoint on the world.

Jon Wilson is a philosophy senior.



Too much Super Bowl Fever

Super Bowl Sunday. The most ludicrous, over-hyped day of the year.

To many, the Super Bowl is something they wouldn't miss if their lives depended on it. To me, it's insignificant. And the way the nation takes it so seriously is just plain silly.

I mean, we're just talking about a game here. It's not exactly an event that determines the fate of the world, nor is it quite the second coming of Christ (or religious personage of your choice). Yet so many people decide to put their lives on hold that you'd think it was. There are more people choosing to watch the Super Bowl than participate in elections, for crying out loud!

This hit me like a stiff-arm lariat when I was speaking to a Mustang Daily editor a few days ago. He wanted a story turned in on Friday, instead of Sunday, like usual. I asked him if maybe he had assigned the wrong date. He looked at me like I was the dumbest person on the planet and said with a chuckle, "I'm not coming in. It's the Super Bowl."

Yes, businesses will be closed, employees won't come to work, duties will be forgotten, and for what? To see, essentially, a bunch of overpaid big guys crashing into each other and falling over, just so half of them can proclaim, "We crash into each other and fall over better than anyone else on the earth!" Then they will do goofy dances and go to Disney World.

Aside from the lunacy of treating a football game like a holy event, there are a few other problems I have with the Super Bowl.

Most prominent among them: the fact

that this athletic contest has become a calorie festival for couch potatoes. I'm not sure if the point is to watch the game or to inhale chips and dip. It doesn't really matter, because armchair quarterbacks get plenty of time to work on bulking up those love handles either way. Partying is good, but sitting around consuming salted pretzels for four hours straight is not so good. Face it, Americans don't need extra inspiration to induce a heart attack.

Speaking of life-threatening situations, the alcohol consumed at Super Bowl parties probably doesn't make the world a safer place either. And I've heard of more than one fight that's broken out between bar patrons when they've disagreed about how the game is going.

(Note: If anyone doesn't believe that the Super Bowl can cause conflicts, one of my roommates looks like he's planning to lynch me for blasphemy as I write this.)

I don't mean to criticize anybody for just watching and liking the game. I just want to criticize the overblown treatment the Super Bowl gets. Really, if it were that great, the whole world would care and not just Americans.

Nonetheless, I hope everyone who decides to give up a few hours of life to watch the game has a good time. Meanwhile, I'll be relishing the low traffic and short store lines and enjoying every minute of it.

Chris Hoffman is a journalism senior and a Mustang Daily staff writer.

No new fees

Editor:

Hey, what does the administration think we students are? Potted plants? Didn't we students vote "no" (to increasing student fees) loud enough not so very long ago? Now it comes along with a "survey" (refer to Jan. 25, 1999 article in Mustang Daily regarding student fees), in the hopes that through the back door it may increase our fees.

Fellow students, wake the hell up! We're going to get screwed, and it's not going to feel good. I personally don't care what the Cal Poly Plan is or who the Foundation is — if affordable education is important to you, don't sit there voiceless and accept this. Question authority!

Ruth A. Winans is a political science senior.

Letter policy

Columns, cartoons and letters reflect the views of their authors and do not necessarily reflect those of Mustang Daily.

Mustang Daily encourages comments on editorial policy and university affairs. Letters should be typewritten, double-spaced, signed and include a phone number. They can be mailed, faxed, delivered or e-mailed to opinion@mustangdaily.calpoly.edu.

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"I'm long."

Don't forget about the bare necessities

Chris Schmauch is an art & design senior.

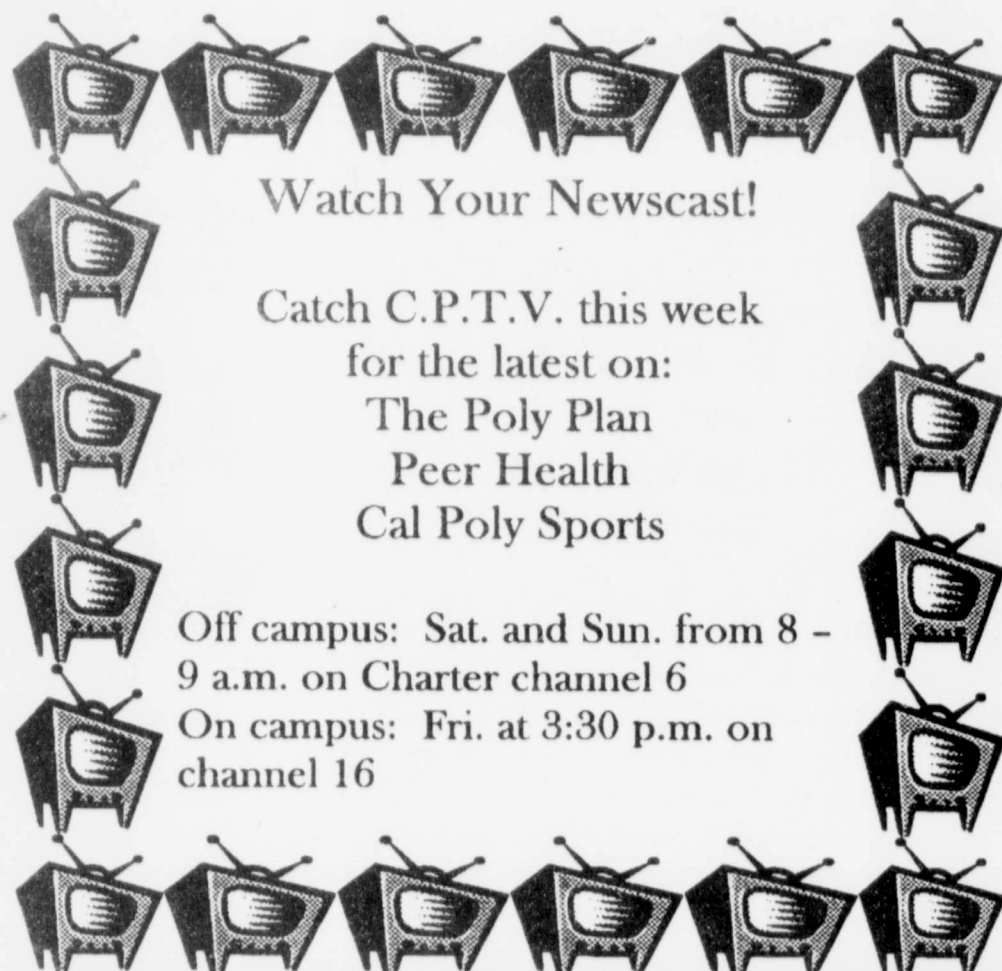
I have been saved many times by those wonderful machines, and it would be nice to have that piece of mind everywhere on campus. The only option right

Don't ignore the injustice any longer. This is one mistake that needs immediate attention before another unsuspecting female wonders into the bathroom looking for comfort. Just don't remove the condom machine to make room for a dispenser — you never can tell when it might come in handy.

Whitney Phaneuf is a journalism junior who understands that "that time of the month" is not always predictable, hence the need for bathrooms with supplies.

Telephone _____

A horizontal grid with 30 columns and 10 rows. A thick vertical line separates the first 14 columns from the last 16 columns. Below the grid, the columns are numbered 1 through 30.



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Cal Poly Plan

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**All forums will be held in the
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February 1st	2:00 p.m. - 3:00 p.m.
February 10th	9:00 a.m. - 10:00 a.m.
February 25th	2:00 p.m. - 3:00 p.m.

With Walsh, Niners will be Super

If anyone can do it, Bill Walsh can.

For the 49ers to get back to the Super Bowl, a combination of free agents, draft picks and salary cap maneuvering will need to be made by the Niners' new general manager.

He's built the team before, through a series of drafts and trades in the early 1980s, but now he's got a much tougher task ahead.

The Niners are a veteran-heavy team. The experience they bring is great, but they lose quickness. Steve Young, of course, is the exception to this rule, as he seems to get better with age.

A quarterback for the future needs to be one of the first priorities for Walsh's front office. Jim Druckenmiller doesn't seem to cut it, so another quarterback needs to be brought in to learn the system. Remember, the reason that Steve Young is so good is that he sat the bench for a while under the greatest quarterback ever, Joe Montana.

The backfield is set, as long as Garrison Hearst recovers from his injury suffered in the Atlanta loss. Having Terry Kirby and Marc Edwards along with Hearst has given the Niners a potent running attack.

Offensive linemen have always been tough to get in San Francisco, but the line does not need that much help.



**Matt
Sterling**

A few solid backups will shore up the line for the coming season.

Terrell Owens has already proven he's the receiver of the Niners' future. J.J. Stokes could be deadly if he started every game. There's only one problem — Jerry Rice. I challenge Rice to do one of two things — either retire at the top of his game or take a large pay cut and give Walsh some precious cap room.

Even when Bryant Young returns from his injury, the Niners will need some help on the defensive line. When Young went down, they lost their entire pass rush. Draft picks would be wisely spent on some linemen, who excel when brought through the system, much like Dana Stubblefield and Young.

Linebacker is another position in pretty good shape. Ken Norton Jr., Winfred Tubbs and Anthony Peterson will continue to provide solid play.

The most troubling part of the team is the secondary. They've played adequate at times and atrocious at others. Hopefully, Cleveland will take Antonio Langham, the softest corner in the league, back in the expansion draft. Merton Hanks and Tim McDonald still do the job, and McDonald provides great team leadership. R.W. McQuarters and Darnell Walker need help on the corners, and that's where Walsh could do some of his magic through either the draft or free agency.

The Niners aren't that far from getting back to the Super Bowl, but additions do need to be made at crucial positions. With Walsh at the helm, the Niners could be holding up another Lombardi trophy as soon as next January.

STARS

continued from page 2

Romanowski, whose antics — spitting, stomping on opponents — give him a recognizable image, even if it doesn't match his true persona.

They have Sharpe, the runaway winner of the runaway mouth award this week. His brother Sterling might appear more often on television as an ESPN commentator, but it's Shannon who has become the family's media star.

There's Ed McCaffrey, that rarity in the NFL, a white wide receiver. There's safety Steve Atwater, a terrifying tackler, and soup-seller DE Neil Smith, approaching 100 sacks for his career. And don't forget placekicker Jason Elam, who merely tied a 28-year-old record by nailing a 63-yard field goal this season.

"We don't look at it as being stars," fullback Howard Griffith said. "We

look at it as having good football players who know how to win."

And, he quickly added, that's just what the Falcons have, even if hardly anyone outside of Georgia — and many folks inside the state — don't know it.

"They might not get the credit they deserve because they haven't been on a winning team that gets a lot of attention," Griffith said.

Take Chris Chandler, the Falcons quarterback, for example.

"Chris might not be considered a star, but he's as good as any of the so-called stars," Griffith said.

A losing tradition certainly has inhibited the development of headliners in Atlanta. Former Falcons such as Brett Favre, Deion Sanders and Andre Rison had to go elsewhere to become household names.

Atlanta's best defensive player, Jessie Tuggle, is the leading active tackler in the league and has made five Pro Bowls. Yet middle lineback-

ers on such middling teams as the Dolphins (Zach Thomas), Steelers (Levon Kirkland) and Buccaneers (Hardy Nickerson) get far more publicity.

Terance Mathis and Tony Martin don't get near the attention given the 49ers' Jerry Rice and Terrell Owens or the Jets' Keyshawn Johnson and Wayne Chrebet. But who had better numbers this season?

The only Falcons with much recognizability before this stunning season were placekicker Morten Andersen, who made his reputation in New Orleans; quarterback Steve DeBerg, who seems to have been a backup to all of the league's recent greats; and defenders Eugene Robinson and Cornelius Bennett, who made it to the Super Bowl with other teams.

Does that worry Atlanta? Heck no. "People will know all about us," Tuggle said, "if we win on Sunday."

BRONCOS

continued from page 2

until then, but a kicking career was born. He converted nine of 11 field goals that season, including two game-winners, one of which was a 52-yarder that remains a school record.

Elam went on to Hawaii, where, in his first college game, his last-minute kick upset Iowa. He became an All-American, and his 79 field goals were one shy of the NCAA record.

Drafted by the Denver Broncos in the third round in 1993, Elam's have continued to mount.

Elam boasts a franchise-best .781 field-goal percentage (157 of 201), and this season he ran his consecutive field-goal streak to a club-record, 19, before having a kick blocked on Dec. 6. He has made his last 235 extra-point kicks and has made 259 of 260, the career percentage (.996) in NFL history.

His 51-yard field goal, the second-longest in Super Bowl history, helped the Broncos beat Green Bay 31-24

last January.

Last Oct. 25, he matched the longest field goal in league history, booting a 63-yarder to tie the 28-year-old record set by Tom Dempsey.

Next month, he will head to his second Pro Bowl.

Elam credits much of his success to working on mechanics with kicking guru Mackey Shilstone and to a thorough visualization routine he performs before every game.

"I try to go over in my mind every possible situation that might happen," he said. "You don't want to be surprised by anything. I go over different wind conditions, rain, different hash marks, going both directions."

"Then I try to focus on mechanics. The adrenaline is always cranking. You just let it fire. If it doesn't go in, then it doesn't go in. But more times than not, it's going to."

Elam, who has kicked field goals as long as 75 yards in practice, said his chances of a history-making kick in the Super Bowl next Sunday depend on several factors.

"The conditions would have to be

just right, at the end of the half or a desperation thing at the end of the game," he said. "And it depends a lot, I think, on how I kick this week in practice. If I'm kicking terrible in practice and falling short from 55, then Mike (coach Mike Shanahan) won't let me have a shot at it. If I'm kicking well, he will."

Because of his season-long performance, Elam has helped raise the standard of the Broncos' special teams.

Punter Tom Rouen averaged a career-best 46.9 yards, ranking second in the NFL. He was selected as an alternate to the Pro Bowl.

Vaughn Hebron averaged a career-high 26.4 yards on kickoff returns to rank third in the AFC. Against Miami on Dec. 21, he returned a kick 95 yards for a touchdown — the first kickoff return for a TD by a Denver player since 1972.

Darrien Gordon had punt returns of 44, 36 and 30 yards in a solid season, and his career punt-return average of 13.2 yards remains the best in NFL history.

Seinfeld, frogs coming to TV

By Andy Castagnola
Mustang Daily

I've sat through 18 weeks of mediocrity. Sunday after Sunday of big-money guys giving low-quality performances. It's disheartening, really.

But this Sunday my ship will finally come in. The cream of advertising's crop will shine for 29 total minutes. This is the Super Bowl of commercials.

Millions of dollars, 150 of them, will change hands from advertisers to the Fox television network for Sunday air time. Fox wants \$1.6 million for 30 seconds of nationally televised fame, and 30 companies are taking the bait.

Likely, and thankfully, you won't see Jim Vreeland selling Fords. Super Bowl advertisers are the big boys — Pepsi, Apple, American Express — and they're pulling out the most expensive stops.

Budweiser will run five minutes and 15 seconds of ads during the game, the largest single advertiser and the only brewing company. The Associated Press reported that Bud signed off \$2 million for every 30 seconds of commercials.

Cal Poly marketing professor Terri Swartz said the advertisers set the rate. Fox demands a high price because it knows advertisers will pay.

But for all the dough, Bud won't even surprise us. Everyone knows the frogs' revenge, and rightly so. Get rid of the yapping lizard.

Like Bud, few companies will save surprises for Sunday. M&M's has a new Crispy character, Victoria's Secret models have a new online fashion show and Doritos have gone barbecue.

Apple Computers gave away the plot for its commercial. HAL, the talking computer from "2001: A Space Odyssey," will converse with a guy named Dave. Apparently, Dave bought a Mac, which saved him from the ugly Y2K plague, and now HAL's worried that Dave likes his Mac better.

The World Wrestling Federation ruined the surprise for its new commercial, too. The ad shows a typical day at WWF headquarters. While bodies fly through windows and cubicles, The Undertaker, Stone Cold Steve Austin and all my favorites dismiss misconceptions about the WWF.

Other big advertising names will hold off their punch line until the game. American Express has teased us with Jerry Seinfeld ads since the NFC Championships. By the end of the Super Bowl, the ads will tell a complete story with puffy-shirt and Pez references galore.

Much to my disappointment, how-

"Like Bud, few companies will save surprises for Sunday. M&M's has a new Crispy character, Victoria's Secret models have a new online fashion show and Doritos have gone barbecue..."

ever, I won't see Coke-drinking polar bears or the Nike swoosh during commercial time. These Super Bowl veterans took the year off.

"It's not always advantageous to be there," Swartz said about advertising during the Super Bowl. "You have to think about what your message is and see if that's the best avenue."

Even without some regulars, 7 percent of Americans will flip on the game just to watch commercials, according to a survey by Eisner and Associates. Thirty-three percent watch so they can talk about them at work Monday.

I, on the other hand, watch because the Super Bowl is my Christmas. People spend buckets of money so that I have something to play with for 30 seconds.

ATLANTA

continued from page 2

yesterday was a good day for me. I didn't have a drink ... or even a desire."

Mathis, who had a team-high 13 TD catches among his 75 receptions for 1,280 yards this season, made news Sunday night when he spoke out against coach Dan Reeves' decision to allow Pro Bowlers and 10-year-or-more veterans to deplane ahead of the rest of the team upon its arrival here.

The next night, Mathis went public about his drinking problem.

"I don't think I will have that desire (to drink) anymore," Mathis

said Tuesday. "I really feel that the closest that any alcohol is going to come to my lips this week, it will be dripping down my face from being poured over it (in celebration)."

Then just like that, he added, "Now I'm not going to talk about it anymore."

The nine-year pro chose instead to talk about his wife of 18 months, Arnedia, and their 2-week-old daughter, Terae, and how they have become the focus in his life now.

Mathis, 31, grew up in Stone Mountain, Ga., and learned responsibility at a very young age. He raised his two sisters while his mother worked to keep the family together. Young Terance would get his sisters dressed and off to school, then per-

"I really feel that the closest that any alcohol is going to come to my lips this week, it will be dripping down my face from being poured over it (in celebration)."

— Terrance Mathis

Atlanta Falcons wide receiver

sonally would make sure they returned home safely at night.

Now he's taking care of himself. And at the Super Bowl, he has let us all know.

MONEY

continued from page 2

well. According to the NFL, the cost of the Vince Lombardi Trophy, awarded to Sunday's victor is \$10,000. And those rings the players always talk about winning cost \$5,000 per ring, before adjustments and increases in gold and diamonds. The NFL also pays for the much less expensive rings for the losing team.

Getting into the game will cost a small fortune for football fans. The NFL distributes the rights for the general public to buy tickets to the game through a random drawing. To be eligible for the drawing, participants must write the NFL between Feb. 1 and June 1 and also must be able to rob small banks to acquire the funds needed to afford the pricey tickets. Fans can find tickets on the Internet for unbelievable prices, ranging from \$1,500 to \$3,000 for prime seats.

The government may have found a way around paying an exorbitant amount of money for a great view of the game. The Federal Aviation Administration has built a temporary control tower to oversee the more than 475 blimps, helicopters and advertising planes expected to circle

"Our busiest time ranges from the Christmas season up until the Super Bowl."

— Keith Lefevre

Audio Video City manager

the stadium. The FAA's tower will be located in the northeast corner of the stadium, occupying 10 rows of seats. The tower will control air traffic within a one-mile radius of the game.

Even the stadium is spending money to improve the playing field. The grass used at Pro Player Stadium, called GN-1, was purchased from golfer Greg Norman's Turf Farm in Avon Park, Florida.

Maybe the most money spent on the Super Bowl will come from the millions of dollars sports books will make on Sunday. Casinos offer proposition bets on every aspect of the Super Bowl, right down to who will win the coin toss. Sports books, and the rise in availability of Internet casinos, combine to make the expected total of bets on this Super Bowl the largest amount in the game's 33-year existence.



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YESTERDAY'S ANSWER

In 1968, Carl Yastrzemski batted .301 for the lowest average ever to win a batting title.

Congrats Rob McVicar!

TODAY'S QUESTION

Who holds the NFL record for most Super Bowl appearances?

Please submit answer to: jnolan@polymail.calpoly.edu
Please include your name.

QUOTES

"Atlanta in the upset. Dan Reeves has got too much luck going for him. He's predestined."

— Lennis Cowell, wrestling coach

"I'd like to see someone shut up Shannon Sharpe. I'm going with Atlanta by 10."

— Jason Sullivan, Sports Information Director

"Denver by six. I want to see Terrell get MVP."

— Mike Wozniak, junior guard

"I will not make a prediction since wagering is against NCAA regulations. It should be a great game, though."

— John McCutcheon, Athletic Director

SCHEDULE

TODAY

° Women's swimming at Pepperdine at 1:30 p.m.

° Wrestling vs. Fresno State in Mott Gym at 7 p.m.

SATURDAY

° Men's basketball vs. Cal State Fullerton in Mott Gym at 2 p.m.

° Women's basketball at Cal State Fullerton at 2 p.m.

SUNDAY

° Wrestling at Arizona State at 5 p.m.



Falcons Rushing Offense

Jamal Anderson led the NFC with 1,846 yards and set an NFL record with 410 carries. The Falcons will force feed the ball to Anderson in attempt to control the game and the clock.

Broncos Rushing Defense

Led by linebackers John Mobley and Bill Romanowski, the rush defense ranks third in the NFL giving up only 3.6 yards per carry.

Advantage:

FALCONS. Jamal Anderson carries the load for his team. While this should prove a good matchup, the Falcons commitment to the run will eventually wear the Broncos defense down.

Falcons Passing Offense

Chris Chandler will get the ball to receivers Tony Martin and Terrence Mathis, who combined for 130 receptions and over 2,200 yards. Mathis acts as a possession receiver while Martin can stretch the defense with his speed.

Broncos Passing Defense

If the Broncos have a weakness, this is it. While the pass rush is an ordinary 15th in sacks, the secondary can easily be exploited as they yielded 228 pass yards per game (26th in the NFL).

Advantage:

FALCONS. Due to the amount of running by Anderson, Chris Chandler will be able to freeze the already lackluster secondary on play action. Look for the Atlanta receivers to get behind the defense.

Falcons Rushing Defense

The heart and soul of the defense allowed a stingy 75.2 rushing yards per game. The second ranked run defense is led by ILB Jesse Tuggle and DT Travis Hall.

Broncos Rushing Offense

Terrell Davis. The running back, with the help of a bullish offensive line, became only the fourth member of the 2,000 yard club. Davis did it by averaging 5.1 yards per carry and scoring 21 times.

Advantage:

BRONCOS. No one has been able to stop Terrell Davis this year, and there is no reason to believe the Falcons will be the first.

Falcons Passing Defense

While CB Ray Buchanan frequently runs his mouth, he should quiet down as his pass defense allowed 220.7 yards per game (21st in the NFL). The front four provide little help as they are 21st in sacks.

Broncos Passing Offense

Future Hall of Famer John Elway looks to get his second Super Bowl ring in perhaps his last game. Elway will get the ball to receivers Rod Smith and Ed McCaffrey which will force the mismatch of a linebacker on TE Shannon Sharpe (64 receptions, 768 yards, 10 TDs).

Advantage:

BRONCOS. With Atlanta's defense close to the line to stop Davis, John Elway will be able to pick the weak secondary clean by spreading the ball to his receivers, Sharpe, and Davis on screens.

Falcons Special Teams

WR Tim Dwight is a dangerous kickoff returner and K Morten Anderson rarely misses. But, in a game of field position, the Falcons rank 25th in punt return average and dead last in punting average.

Broncos Special Teams

K Jason Elam is money inside the fifty and CB Darrien Gordon threatens to run back any punt. The Broncos also rank 6th in kickoff returns and P Tom Rouen is 7th best in punting.

Advantage:

BRONCOS. While both teams have explosive returners and accurate kickers, the punting game will be key, as it will provide Denver with better field position.

Falcons Coaching

Dan Reeves has turned a traditionally laughable Atlanta team into a contender. But, when it comes to the Super Bowl, Reeves is 0-3.

Broncos Coaching

Mike Shanahan simply knows how to win. He has a Super Bowl ring as a head coach with the Broncos after winning as an assistant with the 49ers.

Advantage:

BRONCOS. When it comes to the big game, Mike Shanahan has proven himself a winner while Dan Reeves has not.

Analysis by Joe Nolan and Matt King/Mustang Daily

Final Super Bowl overanalysis



Joe Nolan

BEST VEGAS BET: One of the most popular bets is who will score the first touchdown of the game. I particularly like this bet because it's rare when you can get good odds on good bets in the NFL. For the best return on your dollar, take Shannon Sharpe at 8-1. The loud mouth tight end is one of John Elway's favorite targets in the red zone.

KEY MATCHUP: The Broncos offensive line against the Falcons' defensive line. If the Falcons have any chance, they must stop the run (they allow 3.3 yards per carry). The Broncos, on the other hand, can dominate this game early if they open up holes for the explosive Terrell Davis.

THE BOTTOM LINE: The Broncos simply have too much for the Falcons. And the biggest obstacle for the Falcons is the quarterback discrepancy. Chris Chandler is a nice quarterback but John Elway will show everyone on Sunday the difference between a Pro Bowl quarterback and a Hall of Fame quarterback.



Matt King

BEST VEGAS BET: Total Falcon points scored versus Maryland's Steve Francis' total points and assists against Wake Forest on Sunday.

Take Francis over Atlanta at \$110 to win \$100. The Falcons won't score more than 20 while Francis, who averages 16 ppg and 5 apg, goes against a weak Demon Deacon team.

KEY MATCHUP: Dan Reeves' weak heart versus the high powered Denver offense.

Coach Reeves may not be able to take the shock of witnessing a superior Broncos offense tear apart his defense. Remember to bring your pills, coach.

THE BOTTOM LINE: The Broncos have done it before; the Falcons have not. The Broncos seem to be quietly preparing for the big game while the Falcons have made a spectacle of themselves. Don't blow it, Dirty Birds. You may not get back — just ask Dan Marino.