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B.O.D. Vote:

No Confidence in President

See Page 4 for Details
CALIFORNIA STATE UNIVERSITY
San Bernardino

APR 23 1987

THE COYOTE CHRONICLE

Volume 21, Number 22

Serving the community of Cal State University, San Bernardino

April 22 1987

M.E.Ch.A. Presents Cinco de Mayo



CINCO DE MAYO SERIES CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

APRIL 25, 1987

DR. MANUEL RIVERA

President, San Bernardino Valley College
"Cultural Survival & Academic Achievement:
A Partnership that Works"
Hispanic Scholarship Awards Banquet/Dance
Upper Commons - 6:30PM - 1:00AM
\$20.00 per person/\$35.00 per couple

APRIL 27, 1987

DR. FRED A. LOPEZ III

Assistant Professor of Political Science,
CSC Bakersfield
"United States Intervention in Central America:
A Chicano Perspective"
Sycamore Room - 12:00 Noon
Free and Open to the Public

APRIL 28, 1987

MS. BEA HERNANDEZ

Community Activist
"La Chicana: Woman of the Past, Heroine of
Tomorrow"
Sycamore Room - 12:00 Noon
Free and Open to the Public

APRIL 29, 1987

MR. JOE MORAN

Professor of Art, CSUSB
Slide Lecture: "Chicanos: The Unseen Artists"
Visual Arts - 110
Free and Open to the Public

APRIL 30, 1987

MR. MANUEL CALDERA

President, The Caldera Company

MR. FRANK DOMINGUEZ

President, Van's Group of Companies, Inc.
"Trends in the Hispanic Market"
Sycamore Room - 12:00 Noon
Free and Open to the Public

Cinco de Mayo: For Today's Hispanics

by Sharon Martinez-Headrick
Vice President, M.E.Ch.A.

Much has been said of the Hispanic for the year 2000, yet what of those who are here today. We as members of M.E.Ch.A. (Mexicano Estudiantil Chicano de Atzlan) are the Hispanics of today and leaders of tomorrow.

Our parents and grandparents have struggled through the past making each step a foundation for a better future. We see it not only as our goal, but also as tradition to

help other hispanic students pursue a brighter tomorrow.

As we progress towards our endeavors, it is with pride and determination that we succeed and help our "hermanos y hermanas" to achieve their dreams also. Identifying with role models like *Caesar Chavez*, *Henry Cisneros*, *Dr. Manuel Rivera*, and *Carmen Tafolla* and gathering encouragement from our community creates an incessant motivational spirit

within us to accomplish more than we imagined.

It is with a strong voice that we will keep the doors of education open to our youth, so they will no longer be the first, but the second and third generations in their families to attain a college degree.

To each of us M.E.Ch.A. has a different meaning of who we are and who we will become. Together we take our unique qualities to unite and demonstrate pride of who we are as a people.

Hispanic pride for us is a feeling of strength and unity. We let the pride instilled in us from our ancestry become visible through the activities we partake in school and as role models to the hispanic youth in the community.

Cinco de Mayo was a historical victory for the mexican people on May 5, 1862 in the city of Puebla. It was during this time that the Mexican people won their independence from the French to become a nation of "gente unida".

We have made great strides since 1862 and the future holds great promise for the Hispanic of the year 2000. We are a people who look back to our struggles and rich heritage and we carry their strengths to create a future of success.

Through our great efforts and enthusiasm we present to you, the CSUSB faculty and student body, the Hispanic community of San Bernardino, **Cinco de Mayo 1987!!!**



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LETTERS

To THE

EDITOR

Student Press Needs Freedom, Too

To the Editor,

The First Amendment to the U.S. Constitution guarantees the right to a free and independent press, which is protected from undue political forces and restraint. Within the sphere of presses in colleges and universities, administrations at such institutions must preserve and protect the integrity and honesty of such presses. Any undue influence by any special interest group or university administrator or faculty person to change, restrain or censor editorial copy is nothing less than a complete abridgement of First Amendment Rights.

Editors of Southern California college newspapers met on Saturday, March 21, at the University of Southern California and discussed prior review of editorial copy and the legalities and limits of administrations' censorship of copy.

The four-hour open forum was sponsored by the *Daily Trojan*, USC's student newspaper, in response to the recent suspensions of UCLA's and Cal State Northridge's newspaper editors.

Among the 30 newspapers represented at the session were Cal State Long Beach, Cerritos College, San Diego State University, UC San Diego, UC

Santa Barbara, Pierce Community College and the University of La Verne.

"There has been a tremendous increase in school administrations trying to suppress student speech," said guest speaker Toni Cordero of the American Civil Liberties Union, who discussed California college newspapers' First Amendments Rights and legal precedents of suspensions.

Maryann Wymore, the lawyer who advised the UCLA *Daily Bruin* editor, also spoke at the conference and said in reference to prior review, "Once you've opened a paper with an editor and discretion vested in students, you

can't take away First Amendment Rights. Not only do papers need to look at rights, but also libel and responsibility...the newspaper is responsible for everything that's printed," Wymore said.

In hoping to make northern California college newspapers more aware of prior review policies, James Lee, editor of the *Daily Trojan*, said, "If we all tend to band together with a sense of activism when there are problems, we can assure ourselves protection and that we're not alone."

From the
Daily Trojan

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Classifieds

Going to Church
Isn't Always
Enough . . .

To the Editor,

I have heard that attending church will always make a better person and help eliminate crime and other world problems. This much is 110% untrue.

There are several hypocrites who attend church merely to give the appearance of looking pious for a few hours, then lie and sin the rest of the week. Al Capone, a Chicago gangster and regular church goer, is a good example of what I mean. Some church officials are equally guilty; abusing their positions weekly and looking good once a week. Gene Scott signed a contract to buy another church building then allegedly used fraudulent measures to get out of paying, such as trying to get the Los Angeles City Council to declare the building a historical monument. There are more examples, such as the Bgwhaham Ranshee, I am sure you can come up with.

At the other end of the spectrum, there are sincere individuals who try very hard to overcome their sins and mistakes, and go to church in effect to approve their spiritual lives. I am not criticizing those individuals, but those who have grossly abused the purpose of church. If a law requiring church attendance on any day were passed, I am sure that all churches will be weakened because it would mean more insincere people. This held true in the Middle Ages, when people were beaten up if they didn't go to church on Sunday, and sometimes burned at the stake.

For the reasons above, we must protect the First Amendment to our United States Constitution; the right to worship as we see fit.

sincerely,
Bill Gropp Jr.

Coyote Chronicle Policies

The Coyote Chronicle is partly funded by an annual allocation from the Associated Students to cover the cost of printing and expenses. The remainder of the funding is generated by the Chronicle itself. It is distributed free to students and the community. The Chronicle is published under the control of the CSUSB Media Commission. It is published weekly during the school year - excluding quarter breaks and holidays - for a total of thirty (30) issues.

Advertising requests should be addressed or directed to the Advertising Manager or Business Manager at the address or number below. The Chronicle accepts advertising in good faith, but makes no warranty, and does not check advertised goods or services for validity.

Story contributions from students and faculty are welcome. Copy deadlines are the Wednesday at 12:00 noon, preceding the date of publication.

Letters to the Editor must include the writer's name, address, phone number, and signature.

All submitted copy must be typed, and double spaced.

Editorials and/or commentary that are unsigned represent the majority opinion, and not necessarily those of the Cal State Chronicle.

Degree added at Cal State Center

Business administration courses leading to a bachelor of arts degree will be offered for the first time this fall by California State University, San Bernardino's Coachella Valley Center.

"We literally have had a stream of inquiries numbering in the hundreds about the business degree since our permanent center opened on the College of the Desert campus last summer, so this is in response to a great deal of interest," commented Dr. Cathrine Gannon, center director. "This will fill a need expressed by a remarkably broad spectrum of employers from hotels and hospitals to utilities and businesses."

"Until this point, Cal State has offered a limited array of business courses, but now the university is providing a baccalaureate which can be completed entirely at the Coachella Valley Center."

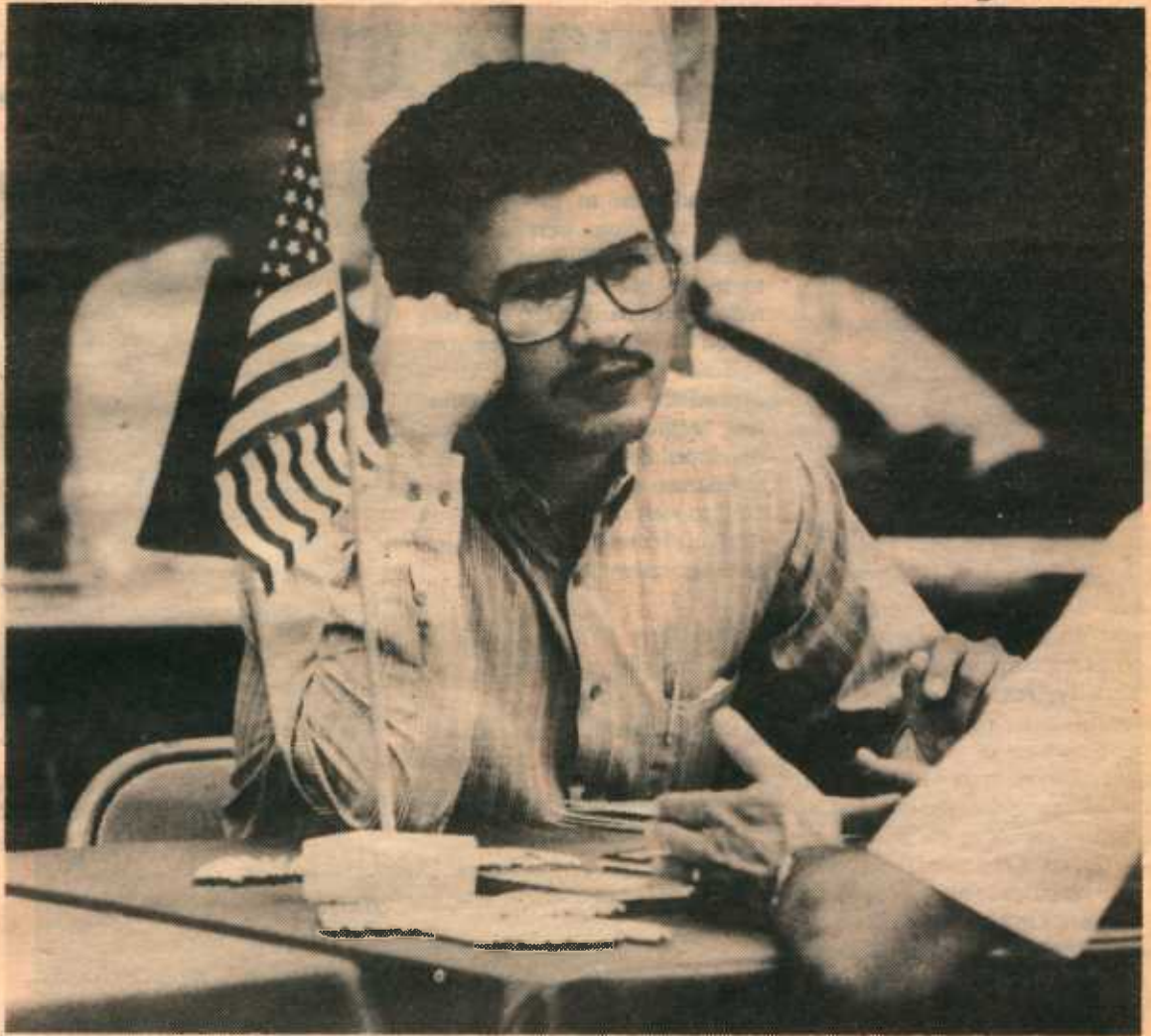
Two upper division core courses, which are required of all

business administration majors, will be offered each quarter, Dr. Gannon explained. Each course will be taught one night per week for four hours. Those who enroll in the program this fall may be able to help determine the particular business concentration which will be offered beginning in the 1988-89 academic year, she added.

"The center will continue to work closely with the College of the Desert which offers the lower division classes that the students will need as a foundation for the undergraduate degree offered through Cal State," Dr. Gannon continued.

She noted that students could get a head start on their business degree by taking "The Concepts of Accounting" at the center this summer.

More information is available at the Cal State, San Bernardino Coachella Valley Center (619) 341-2883.



1985 Alumni Jorge Carlos, talks to an Arrowhead Drinking Water representative at the job fair held on campus last Thursday.

Photo by Mary Anne Gotheridge

Tourism Survey Conducted

The results of a tourism survey conducted in the high desert by Cal State, San Bernardino for the county's tourism development council will be revealed at public meetings in Claremont and Barstow.

The study sampled the tourism habits of motorists traveling north on Interstate 15 through the Cajon Pass last winter. Conducted by Cal State marketing professor Dr. Arthur Saltzman, the survey queried 753 respondents about 23 attractions in San Bernardino County and gathered data on their media habits, expenditures and demographics.

The study should be of particular interest to the county's west-end residents since they hail from the second largest origin market for high desert travelers,

noted Darlene Clayton, president of the tourism council's board of directors.

Dr. Saltzman will illustrate the survey results with charts and graphs showing the Barstow-versus Victorville-bound travellers at 1:00pm., Wednesday, April 22 at the Howard Johnson Restaurant located at 1431 E. Main in Barstow.

Also at those meetings, potential marketing applications for linking west-end county markets with east-end county destinations will be explored by Jon Mitchell, past president of the tourism council. Ms. Clayton will talk about future directions for the council as well.

For more information, contact Darlene Clayton at (714) 889-9666, ext. 380 or Dr. Saltzman at (714) 887-7711.

Caps and Gowns Rentals Soon

If it's April, can commencement be far behind? Not when it comes to ordering caps and gowns for the annual commencement exercises.

Faculty planning to participate in the university's 21st commencement exercises June 20 may begin placing orders for caps and gown on Monday, April 27, the Bookstore announced. Their deadline for renting the official regalia is May 8.

Requests from students will be accepted from May 18 until June 12. Both they and the faculty will pick up their items from June 15 to June 19.

Faculty with master's degrees who rent the entire outfit (cap, gown, hood and tassel) pay \$14.50 while the hood or gown alone is \$7.25. The doctoral cap, gown, hood and tassel is rented for \$16.50 or \$8.25 for hood or gown or cap and gown (without hood). Credit cards will not be accepted for cap and gown rental, the Bookstore warned.

Members of the Class of 1987 may purchase their commencement invitations and diploma covers from the Bookstore.

news shorts

As of the last day to add classes, 7,213 students had enrolled for spring quarter, Registrar Jo Ann Von Wald reported. While the figure will drop before census date, which is the last day to drop, the total will remain a spring quarter record.

This spring's student body is 11.89 percent larger than the same date last spring. The percentage of gain, while slightly less than spring 1986, is still the second highest in the past six years. The official enrollment figures for the quarter will be computed on census day, April 24.

CSUSB's own radio station, KSSB, is pleased to announce its new program: "On The Border" hosted by David Earl. "On The Border" is a weekly one hour spotlight on the diverse genre known as Country Music. This is *not* a Country Top-40 program! No, it is a program featuring various Country-tinged musical styles: Cowpunk, Folk, Rockabilly, Country-Jazz/Western Swing, Country-Rock, New Traditionalism, and many other Country-flavored musical styles. This show is especially aimed at creating interest in "Country" for those of you who generally do not like this genre. It is also meant to broaden the appreciation of long-time Country-Music devotees. It is an unusual show, unlike anything played at other stations. It is "On The Border" hosted by David Earl—every Thursday evening between 5:00 and 6:00 p.m. on KSSB, 106.3 FM on Chambers Cable. Tune in, and be surprised!

Howard Rosenberg, television critic for the Los Angeles Times, will discuss "How to Watch Eight Hours of TV a Day and Survive—Barely" here Sunday, May 3. His talk, sponsored by the Library Associates support group, is free and open to the public. A reception on the first floor of Pfau Library will precede the talk, to begin at 2:15 p.m. in the Recital Hall.

A Pulitzer Prize-winning critic and columnist, Rosenberg also has appeared on national television and has article published in Rolling Stone, Washington Journalism Review and Sunday Times of London. His regular column is distributed nationally to 600 papers on the L.A. Times/Washington Post Wire. Rosenberg received the Pulitzer Prize for criticism in 1985, a Headliner Award for best national column in 1984, the Windwalker Award for Best National Column 1983 and the Los Angeles Times award for editorial excellence in 1981.

The next meeting of the Gay and Lesbian Union will be held on Wednesday, April 29 from noon to 1pm. in Student Services 171. We will show the videotape "Silent Pioneers" and discuss the topic "Gay and Gray: Aging for Lesbians and Gay Men." Our next meetings are May 13, May 27 and June 10. For more information, contact faculty advisor Dr. Craig Henderson, Dean of Students Office, 887-7524.

CSUSB's Dance Club will hold its second meeting on Wed. April 22 at 5:30 p.m. in the small gym of the P.E. building.

The meeting is open to all students. Experience is not required. Students/faculty choreographed perform in Jazz-Modern-Ballet dances.

There will be an informal on campus spring dance concert. Dancers, artists, technicians, willing workers and creative minds are needed.

Come check out the club and be one of the movers on Campus.

A celebration for 15,000 people will be among the events in the 1988 Grants Pass High School Centennial Celebration in Grants Pass, Oregon.

The high school is collating class rosters of the last one hundred years and current addresses of living alumni. The graduates will receive a bi-yearly newsletter from now until the celebration, and are eligible for the GPHS Hall of Fame, which will recognize the one hundred most noteworthy alumni. Applications will consist of a summary of the person's career or major accomplishments and contributions.

To contribute addresses or apply for Hall of Fame, write to Centennial, GPHS, 522 NE Olive Street, Grants Pass, Oregon, 97526. Include name, maiden name, address, and year of graduation.

Other events in the celebration will include a marathon, parade, Hall of Fame festivities, and individual class activities.

Board Votes "No Confidence" on Overstreet

by Elrond G. Lawrence
Chronicle Editor-in-Chief

Citing a "lack of open communication, lack of representation of students, and performance to A.S.," the Associated Students Board of Directors approved a vote of no confidence for A.S. President Penni Overstreet.

The decision, made during the A.S. Board meeting yesterday morning in the Student Union, is basically a public statement by the A.S. Board that Overstreet has been doing a less-than-adequate job of representing students, and effectively removes the board's confidence in Overstreet's representation of A.S.

Overstreet, who was aware of the upcoming decision in advance, failed to appear at the meeting.

The board approved the motion of no confidence by a vote of 7-0-2. Board member Jamie Willhite and Dean of Students Peter Wilson abstained from voting on the motion.

In addition to the vote, the board will vote next week on whether they will ask Overstreet to tender her resignation; if she refuses, the board would then take action by a possible censure vote.

Board member Rick Pickering opened the discussion by stating that "a growing animosity" had developed between the board and Overstreet and added that "we need to start the ball rolling... I would (eventually) like to see her offer her resignation."

"I'm sorry it had to come to this," Pickering later added.

Board member John Richardson questioned whether



Associated Students President
Penni Overstreet

"We need to start the ball rolling... I would (eventually) like to see her offer her resignation."

- Board Member Rick Pickering

Overstreet has lived up to the trust that students and A.S. had put in her and noted, "from the very beginning, that trust has been questioned... she is aware of the problems but she refuses to recognize them. (A vote of) no confidence is a move toward that recognition."

A.S. Treasurer Frank Novek also questioned Overstreet's lack of representation for students, citing that she is more interested in "personal ideas," and not those of other students.

"There are times when she puts the A.S. Board on the back burner."

A.S. Vice President Steve Hekman stated that a lack of "two way communication" is a large source of the problem; in a side note, he added that most appointments she scheduled were at times that revolved around her schedule, and left little time for any in-depth discussions. He also added that Overstreet has created personal as well as professional difficulties in their relationship.

Novek cited several conflicts of interest in Overstreet's performance, and termed her performance as "dangerous... to A.S. and to other committees and organizations on campus." He added that her involvements with the Cal State Organization For Women and the Alpha Delta Pi sorority has frequently taken priority over her responsibilities to A.S. and to students.

Overstreet, interviewed late last week, said that the upcoming actions were being made by the board for "personal reasons." She added that she felt she has done a good job representing students, despite many outside factors. When asked how she would react to a no confidence vote by the board, she replied that she would take actions of her own in response.

She would not specify on what actions she would take.

Overstreet will be formally notified of the board's decision by a memorandum from Vice President Hekman.

Controversy High in S.U. Expansion

by Kim Schnepf

A proposal was recently presented to expand the present Student Union. The cost would be between \$2 million and \$3 million dollars. There is a committee set up to make decisions on what changes and additions will be made. This committee is composed of 4 students, 2 administrators, 2 faculty representatives, and a union director.

The problem with this committee is that there hasn't been enough concern for the students. After all, who is the student union used by? According to Associated Students Vice-President Steve Hekman, the board is forgetting the students needs. "The board doesn't realize the size increase our school is and will be experiencing," he said, adding, "most are use to the small size of our school and aren't thinking in terms of what a larger student population will need."

Many students aren't aware that they can attend meetings and voice their opinions.

"The Union Board has been moving in a positive direction," Hekman said, "but they've been moving without a steering wheel."

The Union Board is composed of separate committees such as personnel, finance, and renovation. The renovation committee is an important committee because the members make recommendations on what the new union will be comprised of, what it will look like and other important decisions. Each

committee has its members appointed by the chair of the Union Board of Directors, Associated Students President Penni Overstreet. Unfortunately the renovation committee has only one student appointed at this time, Lee Ann Overstreet, Penni's sister. The other students that are on the board are on the other committees. Thus, the planning of the new union has been done primarily by administration and faculty.

During spring break there was a union board meeting on the expansion. The chair-person, Penni Overstreet, chose not to attend. A.S. Board members feel the Associated Students president should be interested in helping make decisions on such an important matter - especially when it concerns the spending of over \$2 million in student funds.

Associated Students board member John Richardson feels that the expansion committee is basically "running an administrative agenda."

Presently the union is 10,800 square feet, expansion plans are for 18,000 square feet. The current size of total students is 7,200 students which plans to increase to between 15,000 and 17,000, the size of Cal Poly Pomona. The question raised to the union board would be if they're thinking in terms of a campus of that size when thinking about expanding the union.

Associated Students plans on taking a student needs survey this year to see what needs are appropriate.

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M.E.Ch.A.:

Cont. from page one



You Are Cordially Invited To Attend
The Association of Hispanic Faculty and Staff
at
California State University, San Bernardino

SCHOLARSHIP AWARDS BANQUET

Saturday, April 25, 1987
University Commons
California State University, San Bernardino
No Host Cocktails 6:30 to 7:30 P.M., Upper Commons
Dinner and Program 7:30 to 9:30 P.M., Upper Commons
Dance 9:30 to 1:00 A.M.

Music by NIGHT LIFE

\$20 per Person or \$35 per Couple
Mail Remittance To:
Association of Hispanic Faculty & Staff
c/o TONY VILCHES, PFAU Library, CSUSB
5500 University Parkway, San Bernardino, CA 92407
Reservations: 714/887-7673 Please RSVP by 4/18/87



Mayor Henry Cisneros, one of the guests scheduled to appear at M.E.Ch.A.'s Cinco de Mayo festival.

Schedule: Cont. from page one



MAY 1, 1987

CINCO DE MAYO FIESTA

Commons Patio - 11:00AM - 3:00PM
Mexican Buffet Luncheon
Latin Society Band
Mixcoacalli Folklorico Group
Teatro Aztlan - CSU Northridge
"The Decade of the 80's-A Broken Promise"
Recital Hall - 2:30PM
Free and Open to the Public

MAY 2-9, 1987

CHICANO ART EXHIBIT

The Latin Art Group
Villasenor Library, San Bernardino
Reception May 2 - 2:00PM

MAY 4, 1987

DR. CARMEN TAFOLLA

"Dr. Carmen Tafolla: A Chicana Poet"
Recital Hall - 12:00 Noon
Free and Open to the Public

MAY 6, 1987

MAYOR HENRY CISNEROS

Mayor, San Antonio, Texas
"Survival of American Cities in the 1980's"
Will include discussion on: Hispanics in the
Future of the United States
Upper Commons - 7:00PM
Free and Open to the Public

MAY 8, 1987

MR. CESAR CHAVEZ

President, United Farmworkers of America
"Wrath of Grapes: The Dangers Pesticides Pose to
Farmworkers and Consumers"
SUMP - 9:30AM - 10:30AM
Free and Open to the Public



IS YOUR HOME AND NEIGHBORHOOD READY FOR THE QUAKE?

Home and Neighborhood Preparedness Week
April 20-26

Take a look around your home. If a major earthquake struck today, would you know where the danger and safety spots were in each room? If you were separated from your family, would you know where to go to be reunited? If you had to be self-sufficient for 72 hours or more, would you have enough food, water and supplies to last? These are just a few questions that homeowners -- as well as mobile home and apartment dwellers -- need to ask now, not after a damaging earthquake has occurred. Many people ask, "How on earth can you prepare for a quake?" The answer is simple: by taking a few simple precautions and becoming aware of potential hazards! April is California Earthquake Preparedness Month and the week of April 20-26 is Home and Neighborhood Preparedness Week. Take a few minutes now to read the guidelines on how you can make your home and family earthquake prepared.

HOME PREPAREDNESS

BEFORE THE QUAKE

- Decide where your family will reunite if separated.
- Choose an out-of-state friend or relative whom family members can call after the quake to report whereabouts and conditions.
- Know the safe spots in each room: under sturdy tables, desks or against inside walls.
- Know the danger spots: windows, mirrors, hanging objects, fireplaces, tall furniture.
- Conduct practice drills. Physically place yourself in safe locations.
- Learn first aid and CPR (cardiopulmonary resuscitation) from your local Red Cross chapter or other community organizations.
- Keep a list of emergency phone numbers.
- Learn how to shut off gas, water and electricity in case the lines are damaged.
- Check chimneys, roofs, wall foundations for stability. Make sure your home is bolted to its foundation. Call a licensed contractor if there are any questions.
- Secure water heater and appliances that could move enough to rupture utility lines.
- Keep breakable and heavy objects on lower shelves.
- Secure hanging plants and heavy picture frames or mirrors (especially those hanging over beds).
- Put latches on cabinet doors to keep them closed during shaking.
- Keep flammable or hazardous liquids such as paints, pest sprays or cleaning products in cabinets or secured on lower shelves.
- Maintain emergency food, water and other supplies, including medicine, first aid kit and clothing.

DURING THE QUAKE

- If indoors, stay there. Get under a desk or table or stand in a corner.
- If outdoors, get into an open area away from trees, buildings, walls and power lines.
- If driving, pull over and stop. Avoid overpasses and power lines. Stay in vehicle until shaking stops.
- If in a highrise building, stay away from windows and outside walls. Get under a table. Do not use elevators.
- If in a crowded place, do not rush for doors. Move away from display shelves containing objects that could fall.

AFTER THE QUAKE

- Check for injuries and administer first aid. Do not move seriously injured persons unless they are in immediate danger.
- Do not use the telephone immediately unless there is a serious emergency.
- Hunt for hazards:**
- Check for gas and water leaks, broken electrical wiring or sewage lines. If there is damage, turn utility off at the source.
- Check building for cracks and damage, including roof, chimneys and foundation.
- Turn on portable radio for news reports and instructions. Cooperate fully with safety officials.
- Do not use vehicles unless there is an emergency. Keep the street clear for emergency vehicles.
- Be prepared for aftershocks.
- Stay calm and lend a hand to others.

NEIGHBORHOOD PREPAREDNESS

BEFORE THE QUAKE

- Organize a neighborhood earthquake preparedness program.
- Conduct training for neighborhood residents in preparedness, first aid, fire suppression, damage assessment and search and rescue, etc.
- Develop self-help networks between families and neighborhoods through a skills and resource bank which includes a listing of tools, equipment, materials and neighborhood members who have special skills and resources to share.
- Identify neighbors who have special needs or will require special assistance.
- Have neighbors agree to hang a white flag out after the quake, if everyone and everything is OK.

AFTER THE QUAKE

- Check on family members and immediate neighbors.
- Conduct a search and rescue sweep of the neighborhood checking homes first where no flags are displayed and make a list of missing persons.
- Activate neighborhood emergency response teams.
- Conduct triage and make a list of injured persons and medical needs. Provide first aid to the seriously injured.

For more information, contact:

The Governor's Office of Emergency Services
2800 Meadowview Road
Sacramento, CA 95832
(916) 427-6660

Bay Area Regional Earthquake Preparedness Project (BAREPP)
MetroCenter
101 - 8th Street, Suite 152
Oakland, CA 94607
(415) 540-2713

Southern California Earthquake Preparedness Project (SCEPP)
600 South Commonwealth Avenue, Suite 1100
Los Angeles, CA 90005
(213) 739-6629

And remember, "Don't Wait...Get Ready for the Quake"

Getting Ready For The Big One

Scientists agree that California is likely to experience a major earthquake sometime between now and the turn of the century. Experts also agree that many Californians are unprepared to deal with the damage that will occur in the event of such a quake.

Earthquake activity in California is increasing as evidenced by scientific data. In fact, since the 1950's, the nation's most populous state has entered a period when damaging earthquakes are likely. Consider these facts:

1. California is in an era of increasing seismic activity, with damaging quakes occurring, on the average, every two years.
2. Along a section of the San Andreas fault (from Cajon Pass near San Bernardino to Tejon Pass, 30 miles northwest of Los Angeles) at least eight major earthquakes have occurred, on the average, every 145 years (plus or minus 30 years)—the last major quake struck this section of the fault in 1857. Therefore, scientists say that there is a 50 percent or greater chance that a catastrophic, potentially devastating earthquake measuring more than magnitude 8.0 on the Richter scale will hit this highly populated area within the next 25 years—it could hit today.
3. If the great quake were to strike the Los Angeles area, the Federal Emergency Management Agency estimates that 3,000 to 14,000 people might die and another 12,000 to 52,000 might suffer serious injuries. It could also result in a total property loss of \$17 billion.
4. Even moderate earthquakes can be damaging. For example, a magnitude 6.5 earthquake struck Coalinga in 1983 and left 75 percent of the downtown area totally destroyed, damaged more than 1,900 buildings, and caused \$31 million in damage.

Studies show that Californians are increasingly aware of the threat of a major quake. Unfortunately, these studies also show that most of the state's residents are doing little to prepare their homes and businesses for a major earthquake. According to California polls, conducted by the Mervyn Field Organization in 1979 and 1985, there has been a 21 percent increase in the number of people who believe that a major earthquake will hit their community (41 percent in 1979 to 62 percent in 1985). Despite this growing awareness, more Californians need to take positive steps to prepare themselves, their homes and their places of business

to reduce damage and save lives when a major earthquake does occur.

Citizens can substantially reduce the incidence of death, injury and property damage resulting from a catastrophic earthquake if they take preparedness actions now. That's why Governor Deukmejian has declared April 1987 California Earthquake Preparedness Month and is urging citizens and organizations: Don't Wait...Get Ready for the Quake. During this month, Californians should ask themselves: "If a major earthquake occurred today, would my family and I be prepared to survive without medical and outside help for at least 72 hours?" If the answer is no, then the time to take action is now, before the "big one"

DON'T WAIT...

GET READY

FOR THE QUAKE

California Earthquake Preparedness Month
April 1987

hits.

For more information about earthquake preparedness contact Dr. Ted McDowell, Coordinator of the Environmental Studies Program at CSUSB or any of the following: The Governor's Office of Emergency Services, 2800 Meadowview Road, Sacramento, CA 95832 (1-916-427-6660); Southern California Earthquake Preparedness Project (SCEPP), 600 S. Commonwealth Ave., Suite 1100, Los Angeles, CA 90005 (1-213-76629); San Bernardino County Sheriff's Department, Disaster Preparedness Division, 1776 Miro Way, Rialto, CA (383-2644); or your local chapter of the American Red Cross.

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the health corner

Breast Cancer: All Women Are at Risk

How much more pleasant it seems to avoid the subject of breast cancer; unfortunately it may not avoid us. Incidence is increasing dramatically...a 1979 medical tape reported that the incidence was 1 in 13...a mere eight years has increased the chance to 1 in 10 that a woman will experience breast cancer during her lifetime. It mustn't be ignored, it's time to dismiss that fear that prevents examination and early diagnosis. That's the only way we will win against this epidemic because prevention and early diagnosis are the name of the game. We should understand that men, too, are subject to breast cancer and should have breast checks as part of their regular examinations. However, the incidence is very small. Because of the epidemic nature of the disease among women, this column will address breast cancer in that group only. Although symptoms and preventive guidelines may also be relevant to male breast cancer.

All women are at risk. There are several risk factors that increase the probability of having breast cancer; read them with caution, however, for two reasons. First, if you fall into one or more of the categories, just be wise and follow the medical advice for monitoring yourself...don't panic. And, second, if you don't fall into one or more of the categories, do not wrongly feel that you are immune from this disease. Again, all women are at risk. High risk factors include a family history of breast cancer, a lump in the breast, nipple discharge (usually from just one breast, and not the miniscule amount of clear, crusty discharge that is present in the nipples of many women on a regular basis), and finally, previous surgery for breast cancer. Lesser risk factors include: an unusually early onset of menstruation, having experienced late childbirth and/or not giving birth at all or having only one child, the pre-existence of benign (not cancer) cystic breast disease falls somewhere in between. Age is major factor in the presence of breast cancer. Women under 30 experience it very rarely, although it is possible for women even in their teens to have breast cancer. Although authorities vary somewhat on exact age groupings, generally it is agreed that women between 35 and 50 experience a great increase in incidence, while those above 55 experience a leveling out but not a decrease in numbers.

Prevention, early diagnosis, and optimum treatment...we'll discuss each of these aspects in order, since obviously prevention is the ideal compared to treatment. Prevention is still in a primal stage of science. However, some things are known, and it is surely in our best interest to use all of the

information on prevention that we can get. The coming years will probably shed much light on the causes of breast cancer; in the meantime we must take advantage of what is known. Cancer of any type is usually the result of a combination of several factors. For example, if you are in a risk category for breast for breast cancer and if you also eat a high fat diet (which most Americans do) and if you smoke cigarettes...well, you've now combined three factors that are apparently related to breast cancer. Add some years for microscopic cellular changes to take place, and soon enough it may happen...don't be surprised. To assist in lowering your personal accounting sheet of possible supports to cancer development, here are some suggestion. They also contribute to cancer prevention in general.

1. Eat a diet low in fats and high in cruciferous vegetables, such as broccoli and cauliflower. It's a challenge to maintain a diet low in fat...fast food is loaded with it, as is junk food (potato chips, etc.)

2. Get lots of exercise. Breast tissue has a great drainage system (called lymphatic drainage); exercise facilitates this drainage and helps to clear out accumulated toxins.

3. Keep stress levels down. If you need help with this, see the campus Counseling Center; lots of help is available.

4. DON'T SMOKE CIGARETTES OR BREATHE THE AIR AROUND THOSE WHO DO!

5. Avoid exposure (as much as you can) in toxic substances from sources such as industry, combustion of plastics or other synthetic materials, pesticides, etc., etc. The list goes on. Toxic substances absorbed by the body tend to concentrate in the fat. Breast tissue is mainly fat. Avoidance of toxins is also hard to do, but awareness of the presence of their presence will help. Work hard to achieve that awareness.

Early diagnosis of small malignant tumors is paramount! There is a direct relationship between tumor size and survival. Once size has increased and some of the malignant cells have migrated away from the original site, chances for survival go down drastically. If you haven't learned the technique for monthly self breast examination, do so immediately. Lumps, significant skin changes, and enlargement of a breast are what to look for. You can receive instruction on this at the Student Health Center. Even self breast examination may lead to late discovery of a tumor...many can't be felt until they are already beyond the small size range. Mammogram (low radiation X-Ray exam of the breasts) screening is a method for early tumor

detection. A baseline (of currently healthy breasts) mammogram should be obtained between the ages of 35 and 40... (or, less ideally, at any time after that), since small changes are sometimes hard to evaluate, the baseline mammogram is valuable in making comparisons at later dates. If you are ready for a referral to where you can get a mammogram done, see someone at the Student Health Center.

Optimum treatment for breast cancer consists of an informed compromise between the most extensive removal of the tumor and the least extensive mutilation of the body. The debate goes on between doing lumpectomies (surgical removal of the lump only with a small amount of surrounding tissue), wedge resections (removal of that section...often a quadrant...of the breast which houses the tumor), and mastectomy (removal of the entire breast, generally along with the lymph nodes from the adjacent underarm area). Some studies show no significant survival differences among these methods for treatment of small tumors, however, some authorities feel that

since breast tumors are frequently multi-centered (located in different sites around the breast...some of which may be presently undetectable) the conservative approach of mastectomy is still the best choice. Chemotherapy is an additional treatment if the disease has been identified in the lymph nodes and therefore is possibly systemic (spread elsewhere through the body). In some cases radiation is the treatment of choice.

Clearly, prevention is the ideal. However, since science lags in identification of all causal factors of breast cancer, methods to assure early diagnosis must be a routine part of our lives. I personally know several women who have experienced breast cancer with an early diagnosis. They are doing fine after treatment! Unresolved fear doesn't accomplish a thing, but positive steps toward knowledge and control of our own bodies truly does. The American Cancer Society says, "If you don't have your breasts examined, you should have your head examined." True.

April 24 is the last day to enroll in the voluntary Student Accident and Illness insurance plan. The cost is only \$49 to cover you until June 23, 1987 or \$98 to September 25, 1987. Keep in mind that you must be a regularly enrolled student to take this policy out. If you do not plan to attend the summer session, now is the time to take it out for two quarters to ensure that you are adequately covered during that time.

Claim forms are maintained at the Student Health Center. Send your applications directly to the insurance company, and retain the identification card in your wallet. Don't wait until an accident or illness happens before you check into this low-cost insurance program.

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men hair cut shampoo & style	\$12.50	\$9.00
children hair cut & shampoo	\$7.00	\$5.00

EGG HUNT

Photos by Mary Anne Gotheridge



Katie Okumura checks her nose before the egg roll contest.



Paul Heckert and his daughter Jessica wait for the Easter Bunny to visit.



Youngsters listen to the rules of the spoon game held at the spring carnival at the Children's Center at CSUSB.



Lorri Castro completes the last event on the relay race during Derby Days.

DERBY CRAZE

Photos by Mary Anne Gotheridge



Robyn Reiter tries to break an egg on Brian Tully's head as Andrea Souza tries to defend it.



Michelle Lopez takes a dip in a pool.



Mel Gibson and Danny Glover star in Warner Brothers' latest release, "Lethal Weapon."

MOVIE REVIEW

LETHAL WEAPON

by C.E. Thompson

Lethal Weapon, an action cap flick put out by Warner Bros. is an entertaining movie. It doesn't have a message, or a point, it's pure unadulterated fun.

Strong points in this movie are the terrific direction by Producer/Director Richard Donner, the bizarre humor of script writer Shane Black, and the excellent performances of its actors. What makes this movie especially engaging is the onscreen chemistry between principals Danny Glover and Australian actor Mel Gibson. They portray unlikely "buddies", alternating between warmth and wariness. Neither are typical heroes: Glover plays Roger Murtagh, an old-timer who doesn't want any hassles. He is assigned a new partner, Martin Riggs (Gibson), a "psycho nut cop" who is suicidally depressed.

What at first seems a drug induced suicide case becomes, to the dismay of Murtagh, increasingly complex. Eventually the case gets even worse and our heroes are more interested in staying alive than solving it's complexities. Luckily, Riggs is no ordinary "psycho nut cop" (are the ever?). Not only is he just as tough as Rambo, but he's also a better shot, smarter, and best of all, he's funnier.

The script is filled with the usual cliches. The opening scene with it's spornographic pop nudity can be alarming. One realizes that a small fortune has just been spent on tickets, coke, and popcorn, to see a teenager's lurid sex fantasy. This sinking feeling continues through the introduction to the main characters, Murtagh and Riggs. Just when one is considering leaving the theatre, the mood changes; the director has been "pulling your leg". He has been playing with the standard images of bad, run of the mill, cop movies.

The cliches continue one after another, cliches like blues music, women as slick window dressing rather than developed characters, smokey blue filter atmosphere, and a macho darate fist fight finale; but they work. They're used tongue in cheek. A little more subtle than parody, they go hand and hand with the wonderful off killer sense of humor- a refreshing change from the usual one liners. Contrary to one's first impression, here is professional filmmaking used to produce a top notch action flick. Anyone who has looked through the movie listings knows how few of these there are.

Lethal Weapon is not a great film, but I have liked great films less. The plentiful violence, brief nudity, and torture scenes may offend some people; but if you're considering going to a movie with a title like "Lethal Weapon", you're probably not one of them. This is a fast paced, funny, thoroughly enjoyable film. It's a movie you can miss, but why?

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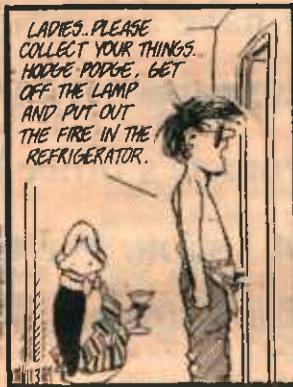
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The best of...

BLOOM COUNTY



by Berke Breathed

BLOOM COUNTY



by Berke Breathed

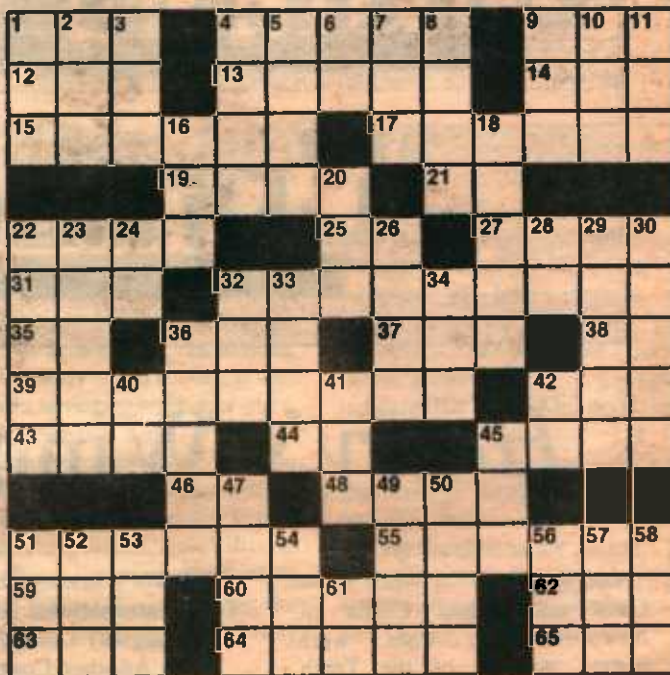
Today's...

BLOOM COUNTY



by Berke Breathed

Coyote Crossword



ACROSS

1. Taxi
4. Damp; muggy
9. Flair
12. America (abbr.)
13. Foe
14. Look
15. Lo
17. Being
19. Image; hero
21. Prosecuting lawyer (abbr.)
22. Face of a clock
25. Drinkers group (abbr.)
27. Tar
31. Person who does something to excess (suf.)
32. Related
35. Midwest state (abbr.)
36. Concealed
37. Color
38. 1/3 mile (Chinese)
39. Astride
42. Heat cover
43. Calendar measurement
44. You (Archaic)
45. Lofty pose
46. Elevated train
48. Trickle
51. Window
55. Try
59. Tropical Amer. bird
60. Rover
62. Hawaiian food
63. Man (pl.)
64. Covered with scales
65. Native (suf.)

DOWN

1. Baby lion
2. Chem. suffix
3. Humbug!
4. Mesmerized
5. Cancel; annul
6. Myself
7. Mischievous child
8. Changed color
9. Female suffix
10. Period subdivision (pref.)
11. Room for relaxation
16. Petroleum
18. Fast
20. Vegas
21. Angry
23. Angry
24. Public announcement
26. 43,560 sq. ft.
28. Away from (Lat. pref.)
29. Guttural sound
30. Changes
32. Completed
33. Contrary current
34. Judicial point
36. Muslim wives
40. Egyptian sun god
41. Local lawyer (abbr.)
42. Greeting
45. Appropriate
47. Camera glass
49. Iranian monetary unit
50. Classic race (slang)
51. Water barrier
52. Low number
53. Tin-Tin
54. Extinct bird
56. Over; above (pref.)
57. Negative
58. Dead
61. Colloq. for another

Answers On
Page 15

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Campus Man Police Academy 4
Crocodile Dundee An American Tail
Children of a Lesser God

Staff Graphic by Laura F. Billed

Writer's Corner

Harry's Winner

Los Angeles - 8 April 87 - Dave and Diana Curtin of Newport Beach, Calif., were named winners of the Tenth International Imitation Hemingway Competition on Monday night.

The Curtins' entry was chosen from 25 finalists during Judgement Night at Harry's Bar & American Grill, Los Angeles, sponsor of the annual event. Their prize is dinner for two at Harry's Bar in Florence, Italy, plus the plane ride there and back. More than 1,700 entries were received from around the world for this year's competition.

A 36-year-old native of Southern California, Dave Curtin is a veterinarian in Newport Beach. Diana Curtin, 28, is a native of La Porte, Ind., and is a self-employed interior decorator.

Harry's Bar & American Grill is located at 2020 Avenue of the Stars, Los Angeles, CA 90067; (213) 277-2333.

1987/Winning Entry
Tenth International Imitation Hemingway Competition
"In Another Contra"
by Dave and Diana Curtin

The man loved Harry's. He could always get what he needed at Harry's. Too bad Harry's Bar was a world away and he was wounded and weary and would walk no farther. The man was going to settle for the stinking seaside 'bodega' and that was bad and he would hate himself later. He spat in disgust -- carefully downwind, as the Patagonian gypsy had taught him -- then he kicked in the front door.

The man, whose name was nondescript, unslung his 'maquina' and place it on the bartop, gently, as if it was asleep and he wished not to wake it. It was his favorite machine gun. They had been together for years. Men who knew of guns and subordinate clauses said that when the gun was

fired, it leapt and twisted with the iridescent violence of a tailed black marlin, yet it was not nearly so slimy.

"A good and fine weapon, 'senor'. Who is its maker?" The barman reached for the gun but recoiled when it growled at him.

The man eyed his host warily, wondering if he took 'visa'. "My weapon is a Deus X, model 20."

"Ah, a Deus X 'maquina'. A miraculous and convenient device, eh?" The barman looked like a fat weasel, the man thought to himself. "Si, any villains have been foiled, many conflicts resolved with one of these doozies, have they not, 'senor'?"

"You've got a hell of a breath," the man replied. Be careful, the said to himself. This 'cabron' speaks with a sadness you have heard before. It is sadness. It is the sadness that comes before they quit or they betray. It is the sadness before the big sell-out.

"Aw, don't get sore," said the

man. "Finish your bevo and go easy on the repetitive wordplay. I have a headache already. I got it when I brought the little gorillas down to the beach to teach them manly things and instead the lousy wimps want to build sand castles!"

"Oh, 'senor'," groaned the barman. "They will surely become the worst kind of 'mocosos' -- Sandy Kneestas!"

It was too late. They had found him and they came at him shrieking their horrible whining cries -- Uncle Murray, we're hungry! Uncle Murray, we're sunburned and we want to go home! He felt the gun jump in his hands, the barrel climbing with each burst. It was an excellent

watergun with new batteries and he was soaking them good. They tore at his ankles. He turned to the barman. "Will you help us?"

The answer came from under the bar. "Of course, 'senor'. Take my Audi. Please."

The barman smiled his weasel smile. "Perhaps you would like to

buy my cafe, 'senor'? For you, 'nada' down. 'Nada y nada' for six months and included are all the wild game trophies on the walls. I ran them all over myself, and not with a filthy automatic transmission. All the sporting way, with stick shift."

The barman's words were lost as the cafe echoed with the sounds of killing. "This day is the worst," said the man. "The poor bastards keep dropping like flies."

"But 'senor', they are flies. It is the 'mosca fria', my bug zapper." The barman fought back his weasel tears. "They seek the light. That is their downfall."

"I seek the light also," said the man. "As long as it tastes great and is not too filling."

Two men in overcoats at the end of the bar scowled and fingered their violin cases. "Did you hear that, Al?" the one not named Al said. "We got ourselves a bright boy. He says he seeks the light, just like a real bright boy. Know what we do to bright boys?"

SERRANO CORNER

Food Committee Formed

by Eric T. Grunewald

A food committee in Serrano Village has been formed to make suggestions to the Professional Food Management Company on how they can improve their service to students.

After several complaints reached the Serrano Village Council, the decided to form a food committee that would be able to make suggestions for improvements to the Professional Food Management Company, which provided food to students at the Commons.

At the first food committee meeting a copy of the food service agreement was handed out to those present at the meeting.

The food service agreement lists all the terms and services that the Professional Food Management

Company is contracted to provide. Included in this contract are such things as the hours of operation, types of food that will be made available, and prices charged to persons not on the meal plan.

A majority of the students at the food committee meeting said that the overall performance of the food company was good, but there were still some problem areas.

Some of the problem areas discussed by students included such things as the eating area being messy, having food put away before it was time for them to close, and not always ready to serve food on time.

The food service agreement was read through at the meeting, and a list of suggestions was made to be presented to the food company.

The food management company agreed to try some of the suggestions on the list for a one week trial period. At the end of the week, if the suggestions did not work, they would return to their old method.

Some of the suggestions presented by the food committee worked, while others did not. In the end, however, both the students and the Professional Food Management Company benefit.

The food service people learn how they can better serve their customers, and the students, through the food committee, have a way to channel their suggestions to the food service management.

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* A Feature Page Sponsored by the Communication Department *

Highway Dangers Face Workers

Dept. of Transportation Employees Must Plan Ahead for Safety

By B.M. Callahan

Most Cal State San Bernardino students, staff, and faculty have traveled on these local highways and others: 215, 30, 10, 206 (Kendall Drive), and 18 (Waterman Avenue). And each person driving on those highways poses a risk to maintenance workers employed by the California State Department of Transportation (Caltrans).

These men and women perform life-threatening duties every day, just as police officers and firefighters do. The threat is directly related to the location of their work — California's public

road system. Legally, the traffic is moving no faster than 55 M.P.H. Realistically, it is approaching these persons at speeds of 65 M.P.H. and greater. But a car moving at a mere 20 M.P.H. has the potential of injuring a road worker. How do Caltrans' employees prepare for their dangerous tasks?

They must plan ahead with an excellent safety program. Each required to wear a hard hat and eye-catching orange vest. She must face oncoming traffic at all times, to help monitor errant driving behavior. The very first task in performing any road maintenance is to set up a "lane closure," a

gradual tapering off of the section of highway to be worked on. This long row of orange cones indicates to motorists that that area is temporarily unavailable for driving on.

Mr. Bill McKinney says the closure phase of the safety procedures is, ironically, the most dangerous aspect of road maintenance. At that point there are no warning devices posted yet to advise drivers that workers are on the roadway ahead. McKinney, Public Affairs Officer for Caltrans District Eight (which includes San Bernardino County), says that three employees have been killed while working in this district in the last 10 years. Twenty-one workers have been killed state-wide over the last 12 years. Most recently, a landscape worker was struck down in the Sacramento area, Caltrans' first fatality in two years. Injuries occur more often, and close calls are even frequent.

Why are these persons on the highways and freeways, considering the inherent dangers? They are maintaining good driving conditions. Pavement flawed with the wide cracks and scattered pot holes is devastating to wheel alignment, leading to rapid tire wear. These men and women are providing a smoother drive by eliminating those cracks and holes.

They are also preventing the need for major repairs or

replacement of entire sections of highway by performing routine, systematic maintenance.

The right-of-way alongside state roads must be maintained also. Properly cared for landscape provides attractive aesthetics and a visually pleasant drive.

Caltrans employees are paid for by state taxes. Our monies will go to a working person, rather than a hospitalized victim, if we drivers plan ahead. Pay close attention to orange signs and devices on the roadway. Caltrans deliberately

uses them to get our attention. Ample warning is given in advance of lane closures or maintenance activity on the pavement or shoulder. Slow down. Change lanes, if the signs indicate that need. And do it right away. **Plan ahead.**

California highway workers—give 'em a brake. They're out on the state roads improving driving conditions for all users of the California state highway system—including students, staff, and faculty of CSUSB.



Teachers' Exams Assure Skills

by Minerva Saldana

Teaching exams, such as the California Basic Educational Skills Test (C-BEST), National Teaching Exam (NTE), and the College Level Examination Program (CLEP), are all designed to prove the competency of prospective teachers. But how effective are these exams in determining who is and who is not competent enough to teach?

Dr. Adria F. Klein, professor and chairman of the School of Education on campus, believes the exams to be efficient and necessary.

"California legislation reinforced these exams, so that we assured of the competence of teachers' potential to read, write, and compute," she said.

Evidence for the validity of the exams is found in the tests' content outlines, which are developed by authorities knowledgeable in each field. Also, professional

associations, states, school districts, institutions, and agencies of investigation conduct studies to determine the relationship between the tests and relevant curricula of colleges and universities.

Another factor making the exams valid and fair is the method by which they are graded. Each section has a certain score, but all scores from the sections of math, reading, and English are added. The combination of the scores indicates passage or failure. Someone weak in one subject but strong in another has a chance to come out even. However, he still must do well enough in his weak subject to pass.

Not everyone is expected to take all three tests. Persons taking the C-BEST are students applying for their first teaching credential or service credential and employment. It's also required for issuance of an Emergency Credential (unless the applicant already holds a valid California Teaching Credential for which a baccalaureate degree is required). It may also be required for someone who has not taught during 39 months prior to new employment. Successfully passing the C-BEST is necessary before a student enters the teaching preparation program at any California State University.

The NTE is only for students completing teacher educational programs and for advanced candidates who have received additional training in specific fields.

Finally, the CLEP is required for graduate students who want to teach English. Prospective English teachers are the only persons required to take all three exams.

CSU Greeks Bloom

by Kim Schnepf

Seventeen seventy-six was the birth year of not only the United States of America, but also the first fraternal organization. Phi Beta Kappa was founded December 5, 1776, at the college of William and Mary in Williamsburg, Virginia, the second oldest college in America. After 210 years Greek organizations are still a part of many colleges and universities.

A social fraternity is a group which organizes the social life of its members in schools, contributing to their educational programs. A sorority is a gathering of friends whose purpose is to co-operate with the college authority to maintain higher social and scholarly standards.

Professional fraternities limit membership to persons in specific

fields of education. They organize group life to promote competency and achievement within particular fields of expertise. This organization enables members to participate in, and benefit from, the professional aims of the fraternity. Examples at CSUSB are the psychology and business fraternities.

Fraternities are sometimes paralleled to families. Fraternity members are called brothers, and sorority members, sisters. Often a house is provided as the students' living quarters. And members assume that initiates will maintain a bond beyond their college years.

There are two separate groups on this campus which can sponsor an organization, Greek Council and Associated Students. However, the A.S. by-laws state they cannot sponsor any organization that discriminates on the basis of sex. Also, students' fees fund A.S.; membership dues support Greek Council. But the university itself has agreed to recognize the group, giving evidence of support for the Greek system.

Greek members benefit from the affiliation with persons who

share mutual interests. Many take classes together, to help each other with studying and to share notes from previous classes. Most groups monitor each member's academic progress with a scholarship chairman. Help is provided for those having problems.

Students involved in Greek life participate in community work, including fund-raising and volunteer activities.

Drawbacks to the Greek system do exist. Some persons are ineligible and some pledges are turned down. Feelings can be hurt. The use of alcohol at parties and the practice of "hazing" at initiations create controversy. But the national chapter keeps a strict watch over each individual fraternity and sorority. The organization wants each group to remain a dignified set of students who uphold the integrity of their roles as leaders.

The popularity of fraternities and grows right along with the student population CSUSB. The Greek organization provides one of many ways for persons on campus to become involved in social and academic advancement.

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Kaleidoscope is published weekly by the Department of Communication to augment classroom instruction. Inquiries and comments may be addressed to Kaleidoscope, care of the Department of Communication, California State University, San Bernardino, 5500 University Parkway, San Bernardino, California 92407.

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Author Malloy Speaks on Image

by Sandra Plunk

Best-selling author and image consultant John Molloy spoke about the importance of image in success at a lecture given in the SUMP on April 16. In his lecture, titled "Live For Success", he stated that power is not taken by the ambitious, but given away by the people with power.

To impress the powerful, one must not only be an effective worker, but one must also project the correct image.

During the course of the evening Molloy supported his statements with research findings and gave tips on how to have both the right image and work habits.

The owner of two research and consulting companies, Molloy explained that in most cases people will favor what they see rather than what they hear, or what is perceived rather than what is. He called this the "non-verbal filter", a tool people use to block out what they do not want to know. He cited the Nixon-

Kennedy debate as an example. People who only heard the debate thought Nixon won; those who had watched the debate on television thought Kennedy won. The visual image dominated the audial.

Molloy described the correct image as an upper social economic one. People who use upper class verbal patterns, body language, and clothing have a better chance of getting ahead than those who do not. Knowing the right habits, such as perfect table manners and

playing golf, is important as well. Image, according to Molloy, is critical to success.

He also stressed the need for effective work habits. A good worker is one who has been taught to work hard and is able to concentrate on one idea without giving way to distractions; these skills can be learned. Creativity, however, can not be taught. Through research, discovered an interesting coincidence; the most creative people studied were cut off from, everyday life, as in with a

serious illness, as a prepubescent.

Molloy, whose latest book is titled "How To Beat The Competition and Run Them Into The Ground", said that he was not a theorist; all the ideas he stated work, although in some cases he had no idea why. He remarked, "I train people how to exist in the real world."

QUESTION #4.

WHEN SHOULD THE COLLEGE STUDENT CALL FAMILY AND FRIENDS?

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Ninth Annual Communications Week Scheduled April 27 - May 1

Fullerton, CA, April 20, 1987 - California State University, Fullerton will hold its ninth annual Communication Weeks Monday, April 27, through Friday, May 1. The Comm Week program unites communications students and professionals to examine current issues in the industry. Topics for this year's program include, "Politics and the Media: The Myth of Media Power," "Advertising and the Media: 'Cracking' Down on Drugs" and "Communications Technology: A Look at 1990."

Comm Week will host more than 40 speakers during the week, including former White House Press Secretary Larry Speakes, who is currently vice president of communications with Merrill Lynch. Other speakers include Jeff Greenfield, political and media analyst with ABC News; Erni Schultz, president of the radio, television, new directors association; and Jimi Lott, photographer for the Seattle Times.

In addition to guest speakers, current communications issues will be examined in workshops and panel discussions. An employment fair offers Comm Week participants workshops in resume writing, career negotiations, job search techniques and portfolio development.

Guided by faculty advisors, Comm Week is planned and managed completely by student volunteers - the Comm Week Task Force. The task force has chosen *Synergy in Communications: We're Talking Teamwork* as this year's theme.

Communications Week is open to the public and most events are free of charge. Events will be held on the campus of Cal State Fullerton or in the vicinity. For additional information, contact the Comm Week office at (714) 773-3687.



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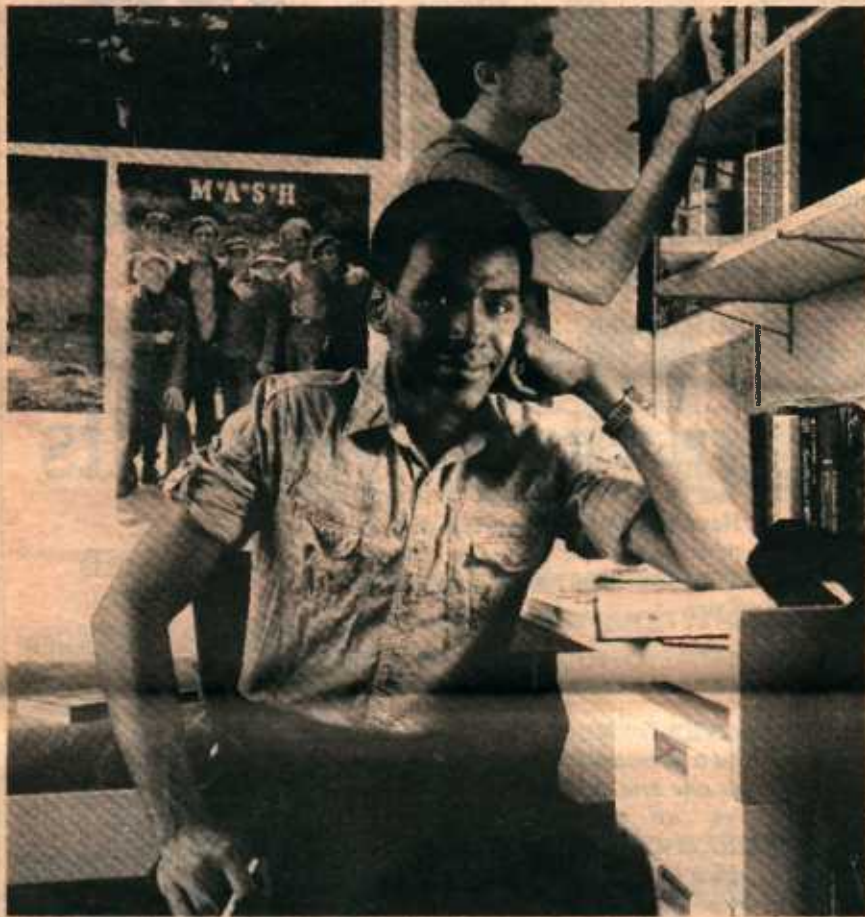
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