WEDNESDAY April 30, 2008

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Ernest proposes new plan

Managing Editor managing@talorimarks.com

The ASCC Senate discussed a proposed idea by Roger Ernest, English instructor, for the campus transformation. Master Plan and the budget proposal for next year was handed out last Wednesday.

ASCC Vice President Michael Barrita informed the Senate that some of the changes in the Master Plan are set in stone.

However, some changes are still being

Ernest drew up his own campus transformation plan and Barrita explained it to the Senate.

As the official Master Plan stands, an Administration Building and Fine Arts Building are being placed where the Hill is at right now.

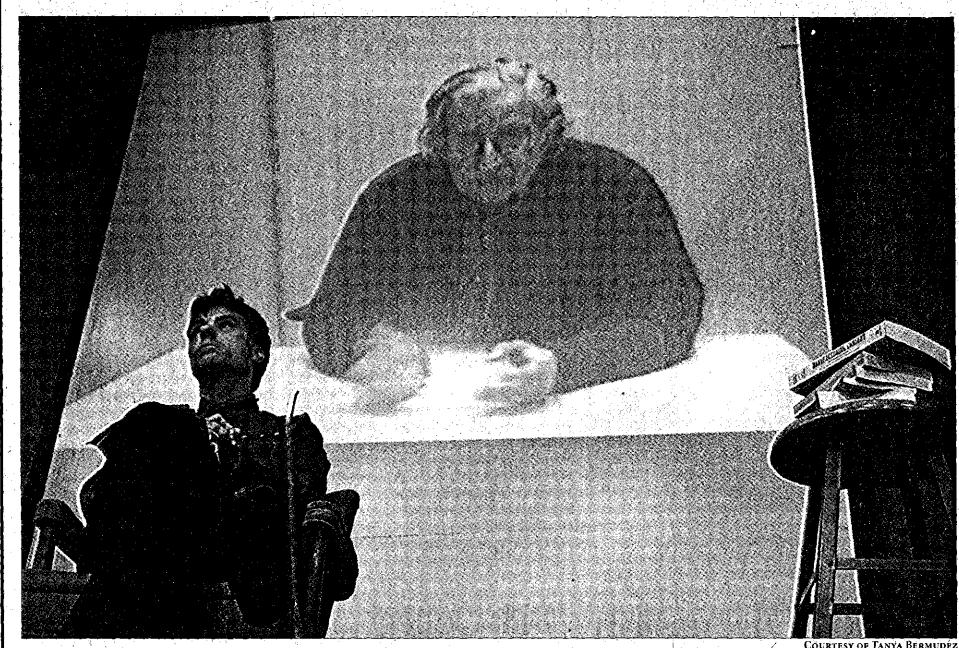
The Hill doesn't exist anywhere in the

Ernest's, idea places the Hill in Falcon Square next to the Student Center.

With the Amphitheater up against the Student Center, "You can't have two events going on at the same time because of the noise," said Holly Bogdanovich, director of Student Activities.

The noise from the Amphitheater and the Student Center stage would conflict with each other.

The other major change that Ernest made was placing the Burnight Theatre to the corner of Alondra Boulevard and Studebaker Road.



Profound views: More than 2,000 people showed up to listen to author, lecturer and political activist Noam Chomsky (r) talk about U.S. foreign policy and the media.

U.S. foreign policy discussed

Staff Writer hcolchado8@talonmarks.com

The Teleconference Center was filled to its capacity as students, staff, faculty and community members came out on Tuesday to hear and see Noam Chomsky deliver some of his profound views on located near the bottom computer lab.

stitute of Technology.

Due to the center being overcrowded, others gathered outside of the center to view the teleconference on a TV screen

Chomsky, who is an author, lecturer, such as Canada, Denmark and New Zealinguist and political activist, appeared land also viewed Chomsky via satellite. According to Dr. John Haas, history instructor, more than 2,000 people viewed the teleconference.

Haas sent an e-mail to Chomsky informing him about the global programs, asked if he could answer a few questions

Although most history, political science, philosophy and other classes gave there were also some students that were fond of Chomsky and were excited to hear and see him live.

See Chomsky page 2

LIGHTS, CAMERA, ACTION



MICHAEL AGUDO/TM Showtime: The Cosmetology Department held a hair show, last Monday. One of the contestants was Christine Keyes a butterfly model(pictured), her hair and makeup designer was Joanna Abud, cos-

New bill protects journalism instructors

Esmeralda Infante Staff Writer einfante8@talonmarks.com

A new bill, SB1370 which was introduced by Senator Leland Yee, passed state Senate on a 35-2 vote last Monday.

The creation of SB1370: "Journalism Teacher Protection Act," follows a 2006 law that prohibits. censorship of college press by administrators and protects students from receiving any form of discipline for using their free speech or press rights.

"This bill would protect any employee at a public school or university from being dismissed, suspended, disciplined, reassigned, transferred or otherwise retaliated against for protecting a student's speech rights," Yee said.

Sponsored by the California Newspaper Publishers Association, this bill is set out to make justice for journalism teachers who have suffered the consequences because of a certain story that went into There have been 12 documented cases in the last four years in which journalism teachers/advisers around the state have been given the boot because of the content of the school newspaper." - CNPA legal counsel James W. Ewert

With the help of Yee who is a "strong believer in free speech, and takes the matter close to his heart" as explained by James W. Ewert, CNPA legal counsel, the bill is un-

Some high school and college journalism teachers/advisers around the state have been given the boot because of the content of their school newspaper.

"There have been 12 documented cases in the last four years in which journalism teachers have been removed from their position," Ewert said.

In each of these cases, administrators of the schools have been

unable to discipline the students for the content they put in their stories. A certain law in California protects students from that kind of discipline.

That is when the administrators decide to take matters in their own hands and go after the teachers.

The teachers were replaced with new teachers who knew little or nothing at all.

As Ewert explained this meant that the principal can take complete control of the new teacher. This meant that the content of the newspaper would be regulated and under control of the school admin-

"Schools that could not disci-

pline students for what they wrote, ticked off school administrators. which was not actionable under libel and privacy laws, started simply reassigning teachers who failed to censor students publications," explained Rich Cameron, journalism instructor.

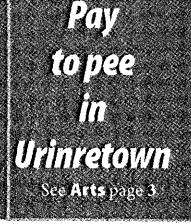
"I've long been a believer that the constitution offers students free speech/press rights. The whole purpose of the first amendment is to protect unpopular speech, not popular speech."

Advisers play an important part in the school newspaper. They are there to provide them lessons that they can take with them in the future. They help their students with any problems they might encoun-

"If they feel they need help, I'm there to advise them," Cameron

There have been cases that are minor but some are taken beyond certain measures.

See Bill page 2

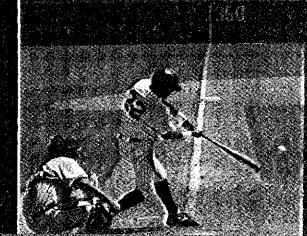




ONLINE **EXCLUSIVES** View an interactive

Chomsky · Watch a Webcast of week's stories Read blogs by the Talon Marks staff

presentation on Noam



Baseball clinches SC title

See Sports page 6

Salcido talks time management



Time management: Dolly Flores-Salcido gave a presentation for the Psychology Club last Friday.

Online Community Editor onlinecomm@talonmarks.com

Psychology Club members were given tips on time management during a workshop on the topic given last Friday by Dolly Flores-Salcido, reading instruc-

The first thing Salcido wanted to point out during the lecture was to encourage students to think about themselves more often.

You need to mentally and physically take care of yourself first," she said.

"Don't think about this lecture as external of how you can help someone else. I want you to think of it as internal and how it can help you."

The best way to learn about time management is to apply what you learned in the lecture and apply it to your everyday life.

One of the biggest problems in not having enough time to do anything is procrastination.

Salcido asked the students to ask themselves why do they procrastinate and what are the activities or forms procrastination usually takes form in?

Some of the activities procrastination usually takes form in are shopping, going to parties, watching television or using the Inter-

"(When) emotional feelings also get in the way, you need to remember when things need to be done you need to do it, whether you like it or not. That's the way successful person thinks," she

She also wants students to learn to say no, "You need to take: care of yourself. Don't let other people, like friends, take away your time," she said.

There are many ways to stop procrastination and have a better way of controlling your time.

Salcido said to keep a day planner, "If you are going to have a planner you have to follow it." Her steps to have a better hold

I. Organize priorities. 2. Set a time schedule to do

3. Control your time.

4. Stop procrastinating. 5. Take a hobby.

of your time are:

"You need a hobby that you can go to escape. Do something that will make your body and mind happy," she said.

Since finals are coming soon, she also had some advice for students.

She said to get a calendar and prioritize your schedule and put study time hours.

Macias named student trustee

STEVEN MARTIN Online Editor online@talonmarks.com

Though Jason Macias won't be the ASCC president next year, he'll still be one of the main representatives of the student body.

With 231 votes, he retained the Student Trustee position in the election that took place last Wednesday and Thursday.

There was a total of 422 votes and two voids. Andy Duong, who also ran for the position, received

The elections were held because during the first election none of the candidates were able to gain the required 50 percent, plus one, of the February,

The two with the highest amount of votes moved on to last week's run-off election.

Macjas hopes that with another chance at the position, that he can accomplish greater things for the students.

"It's another opportunity to progress. It's all about advocating on a higher level," he said.

"Now that I know how the rules, I can be more prepared and can be a greater voice and make sure that the students' voices are heard."

. The Student Trustee and ASCC president positions were split by a special election that was held in

Bonilla, Employee of the Month for March

IESSICA CHAPULA Online Communication Editor onlinecomm@talonmarks.com

Nancy Bonilla was selected to be

Employee of the Month for March Bonilla works in the Student Activities Office, where she works

as a student affairs technician. "I was actually surprised I was named Employee of the Month, I appreciate that I'm recognized," Bo-

nilla said. Her duties as a student affairs technician are to she gets to help the director of Student Activities with student government and activities

"There are a lot of things I do to everyday!" in the office, I help with meetings, do the agenda, help out with commencement, banquets, homecoming, hoe down days and elections. I order items for those events, evaluate and supervise things."

She also makes the tickets for the banquets and helps put the manual and budget on print.

Before becoming a Student Activities technician she worked in the financial aid office as a financial aid technician.

Even though Bonilla has been working for about two years in the Student Activities office she has been a hard worker.

"She works very hard, she's been

here two years and she's been doing well," said Holly Bogdanovich, director of Student Activities.

"We are very excited she won, we went to the board meeting and took flowers, our whole office is like a family, we all support each other when one of us gets recognized."

Nikki Jones, secretary of Judicial Affairs, had great things to say about Bonilla as well, "She's so sweet. I am so proud of her and I'm 105 percent happy she got her award. Way to go Nancy!" she said.

Bonilla concluded, "Its easy to excel, when you are working with such wonderful people. I really enjoy working with the students, is something I enjoy and look forward



Nancy Bonilla Employee of the Month for March

Chomsky: Discussion about foreign policy

to Bush as "Devil," you argued

that there is nothing controversial

troversial, but it was the views of the

that like about that or Iran interfer-

ence with Iraq that is not us, again

we are back to the same thing 'we,'

"When Chavez was cheered

loudly in the general assembly

meeting well that wasn't the world

that was just the people up there

hearing his views, some students

has been going around the world,"

said David Mendoza, history ma-

After viewing Chomsky and

"This made me realize of what

"It seems like there is a repeti-

tion of history going on from what

was going on during the Cuban

missal crisis, Instead of Cuban or

the Soviet Union it's now Iraq, Iran,

and Venezuela its pretty much his-

Daniel Snipes, psychology ma-

jor, agreed and said, "I learned a

talked about the U.S. has this 'we

own the whole world' mentality and

"I have to say that I am really

Chomsky was there," Haas said at

the end, "I lived the phenomenon

of Chomsky even in a small place

you can feel all the students coming

who are the worse part."

changed their views on him.

U.S. media and commentators.

Chomský said that it wasn't

"When you read statements like

about Chavez saying that.

Continued from page 1

These are some of the questions that Chomsky answered followed by his answers:

1. Why do other countries hate Chavez's comments that were con-(America) when (America) is so good?

He said that President Eisenhower first asked that question to his staff in 1958 and then wrote a report answering the question.

"There is this perception in the now we means the rich and the Arab world that the United States privileges, we are the world. supports harsh, tyrannical, and oppressive regimes and that block democracy and development and we do just because we want to gain control over their energy resources."

2. Many scholars and writers, on the left, have repudiated the war on Iraq calling it immortal, but they are absent about the war that is taking place in Afghanistan, many people will argue that the war in Afghanistan is a good jor. war, Chomsky disagrees he calls it a major war crime, Why?

"Right after 9/11, the United States announced that it was going to bomb Afghanistan unless the Taliban, that were in control, handed over to the United States the people tory repeating itself." who the U.S. accused of taking part in 9/11.

"The Taliban asked for evidence, lot, what interested me was how he the US wouldn't provide any evidence. One of the good reasons that the us didn't provide any evidence how we are not really the first nais because we discovered later that tion or power to have this idea." we didn't have any.

"If you bomb a country with no excited that it all came off, that Mr. pretense whatsoever, with the expectation that you may drive 250 million people over the edge of starvation, that is pretty serious."

3. At the U.N. meeting on Sept. together.

Bill: College newspaper advisers now protected Continued from page 1 20, 2006, Hugo Chavez referred

"A certain case caught my attention, Daryl Adams, journalism teacher of an award-winning newspaper that was removed from his position after students ublished an editorial criticizing random searches conducted on campus," Ewert said.

Adams was removed from his job as an adviser and prohibited from coaching the basketball team and public announcer at football

complaints to realize that it just wasn't just one teacher who was put out of a job, but several.

SB1370 is being sent out to California Governor Arnold Schwarzenegger, to see if he decides to pass the new bill or not.

There are organizations that do oppose of SB1370. California School Boards Association and the Association of California School Administrators say that existing law protects teachers, and it would just pile on more lawsuits by teachers who are being affected by administrators' decisions.

"There are very powerful interest groups and players who have great connections. Schwarzenegger in the end may end up listening to them," Ewert said.

SB1370 was designed to pro-It took several phone calls and tect public advisers, though private colleges are not included, but catholic schools are if they meet certain requirements.

As long as a story/editorial doesn't violate that church's teaching, the adviser would be fully protected under the bill.

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Sarcastic 'Urinetown' is dynamic

A&E Editor arts@talonmarks.com

The Cerritos College Theater Department and the ASCC kicked off the first night of a two-week run of "Urinetown: The Musical." What if you had to pay to pee?

The Theater Department presented a dynamic adaptation of the Tony Award-winning Broadway musical.

The romantic and sarcastic comedy was based on themes "follow your heart" and "pay to pee."

The ensemble consisted of live orchestra performances, singing and dance choreography.

The play takes place during a 20-year drought period, where townspeople are charged an amenity tax to use the cities public tollet amenity.

' Seem a little farfetched? Well, under the direction of Janet Miller, these students brought down the house.

The cast's lead actors were NIcole Gerron, an experienced performer, cast as Hope Cladwell and Erich Schroeder, a novice to the Cerritos College stage, who was cast as Bobby Strong.

The storyline and plot were entertaining and captivating.

However, this cast could have successfully delivered the play's message with half of the number of songs and dances.

The musical was entertaining. It is definitely a performance for people who are really into the song and dance aspects of the musical.

It was a bit much like your typical musical where the cast breaks out into a spontaneous song and dance, mid-sentence, for no apparent reason at all.

The talented and strong voices



COURTESY OF WERNER GOMEZ Urinetown: The musical, held by the Theater Department, is having performances Thursday through Saturday at the Burnight Center.

of all of the performers in the musical were, however, very refreshing. This performance had no shortages in the talent department.

Try staying in character while limping on one crutch for a whole play, being pregnant, singing and her role as Little Becky Two Shoes. This performer's remarkable

of the ensemble performance. With her limited number of speaking parts, Frank made her

supporting act was an integral part

Well Shana Frank pulled it off in that of leading performers.

In the musical that plays the rich and the down and out of society against one another, there was still enough room for a romance to

develop, Although quite entertaining, character no less memorable than in Urinetown there's not always a

happy ending.

You may ask, "Where is Urinetown? I've never heard of that.

For a limited time only, Urinetown is in the Burnight Center Theatre Thursday, Friday and Sat-4 () 3 3 4 7 7

Barkley rocks in new hit

HECTOR COLCHADO hcolchado8@talonmarks.com

Gnarls Barkley, consisting of singer/rapper Cee-Lo and producer Danger Mouse, formed a better album this second time it comes around and growing from the only remembered song "Crazy" in its 2006 release of St. Elsewhere.

"The Odd Couple" brings a new mixture of funky beats, fashionable sounds, desperate gospel yet angry rap voices, mellow lyrics and a fusion of rock, hip-hop, funk and

"Charity Chase" is a little smooth intro to the album with repetitive drumbeats, "Kill Bill" guitar strums, and an organ that harmonizes Cee-Lo as he sings, "Somebody's a liar who ever said freedom wasn't free. Ahhh charity..."

"Who's Gonna Save My Soul" is an emotional song that makes male listeners relate to Cee-Lo's Soul lyrics of past love with the serene sound of Danger Mouse's beats.

"Run" the first single from the CD, may be considered the generic imitation of "Crazy" but not at The producer uses a 1960s -. sounding groovy lyries and beat while a fusion of Cee-Lo adds his frantic voice and soul?

warning all to avoid

all.

needles. "Would Be Killer" starts with a shotgun pumped, while the music is back-masked to satire the threats that imply the lyrics.

"Open Book" starts off in the jungle later to be mixed with techno beats and unusual beats that make this song really odd and that is not

including the lyrics. "Whatever" is literally how Cee-Lo makes people feel as he sings "It could be better. I don't care... Whatever," as Mouse puts a similar sound to complement the "bombs"

that he drops. "No Time Soon" sounds like neo-blues with swinging tone and moody lyrics, "But I'm going on, And I'm prepared to go it alone... I'm going on, to a place in the sun that's nice and warm," which make me feel warm yet cold.

"Blind Mary" is a comical song that can be confused as an Outkast song, having a mellow song that makes anyone feel as if they were in a carnival with Mary.

"My Neighbor" brings a sour taste to the mind with a bongo beat that blend with technical harmonics that reveals the Odd Couple's ability to blend irony of styles in music.

"A Little Better" describes Cee-Los story, "Now I can sing you the storyline. And if you like my story fine. But ain't none of the glory mine. See my life was a lonely one"

"The Odd Couple," even though I have listened to more than 50 times, does not get boring to listen to since every song has its own gist.

If I was to name some bands that sound like the "The Odd Couple," I say it is a combination of Radiohead, Outkast, Al Green, Danger Doom, Finley Quaye and a 60s TV

descriptions on the same Linwood just can't quit' with explosive debut CD

TIM DICKERSON Managing Editor managing@talonmarks.com

The debut album from Linwood,

entitled "Burn Effect," is explosive. In an age where the rock/alternative genre has been spilling out mediocre bands and copies of those mediocre bands, Linwood is a pleasant surprise.

The first time listening to the first track, Linwood's music can get you singing along the song.

"Lie to You," the first song on the album, is definitely the most catchy and hard not to sing along with the catchy chorus, "Lie to me and lie to you. Lie to me about something new."

The same goes for the song, "Your and Waxsawrecords.com.

Kind," with the chorus, "I want to be like your kind of lover. I want to be bum but also the first album released your kind."

Linwood provides a nice variety of alternative music going from fastpaced "rock out" songs to slower-paced "easy listening" songs.

The listener isn't bombarded with the same song over and over again with this album as each song is unique from

It's hard to even think of another music group to compare this band to.

This album is not available at stores or on sites such as Amazon.

However, it is available through iTunes, CD Baby, Linwoodmusic.net-

This is not only Linwood's debut alby the Waxsaw Records label.

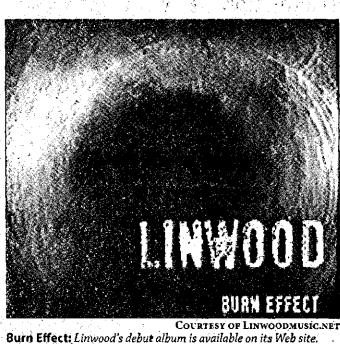
Joe Meek, director of A&R for Waxsaw Records, said, "We look for big things to come from this debut."

If this album isn't the big thing Meek is hoping for, it definitely has the potential to be the big thing.

It took Linwood almost two years to write 22 songs and 11 made it to this

None of these songs would have deserved to be rejected.

Linwood's song, "Fall," sums up this album best with the lyrics, "I just can't



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Associated Students, the college . administration or the Board of Trustees.

Production and orinting of 🗽 TALON MARKS IS partially funded by the Associated Students of

of Cerritos College.

Facilities and academic supervision are provided by the Department of

Journalism. Newsroom offices are located in the Fine Arts Building, Room FA42.

Cerritos College is located at 11110 Alondra Blvd., Norwalk, CA 90650

Telephone numbers: (562) 860-2451, ext. 2617 FAX (562) 467-5044

Vol. 52 © 2008 Talon Marks

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Global climate change is severe

needs to be addressed immediately or it will have major consequences on not only the human race, but all creatures on this planet will feel its effects.

There are many little things we can do to make a difference and need to start doing before it is too

One way to retard the process is to make it mandatory for all new homes built to have solar

As college students and the future leaders of the world, we must demand changes to be made.

This is a simple thing that can be done. The price of the solar panels will be offset by the lowered cost of electricity and new home buyers

will just have to pay a little more to pay for them. Another way is to find viable alternative fuel sources for cars.

As of right now, there are not many viable alternative fuel sources. But while we study which alternative fuel is the

best, a feasible solution is to use a combination of Ethanol looks at least on its surface to be the

would not be enough food to eat. Electric cars seemed be another solution, but

best, but if everyone switches to ethanol, there

where will the electricity come from? There is already an energy crisis and the best sources we have right now to make electricity would not help the problem, it probably would just make the problem we have today worse.

As of now, the best solution can be found in hybrid cars that use less than half the gasoline than the cars that roam the roads today.

But let's take this a step further. We must demand the biggest problem with automobiles to be addressed, and that is there must be an immediate stop to the production of gas-guz-

zling SUVs. Even the most fuel-efficient SUVs get horrible

Global climate change is a major problem that gas mileage and the hybrid versions barely get the same gas mileage as a passenger car.

We also must demand a change in the way the world makes electricity.

Though this is more complicated, it must be done.

There are many alternatives to the most used ways we now make electricity, but much more research must go into better alternatives.

One way that electricity is made today is by burning carbon based fuels.

This adds to the global warming and must be stopped immediately.

So what are the alternatives?

One is hydro-electricity but there must be dams built and the effects of dams also hurt the environ-

Nuclear power is another source but the byproduct of it also has devastating effects on the

With the technology we have today, the most effective solution we have is to use wind power.

By placing windmills in key spots throughout the world we can count down, if not eliminate, the use of fossil fuels to make electricity.

Most of these solutions need to be implemented, not just by the governments of the world, but the people of the world must demand it.

Granted, a case can be made for global warming being a just a natural cycle of the planet and we cannot do anything about.

However, what is the worst that can happen if we make the changes necessary to help the envi-In the worst case scenario, even if the current

global temperature still increases, we decrease the

This can possibly lead to a global stabilization because we won't fight wars to help countries with



LETTERS TO THE EDITOR are welcome. They may be submitted both online and in person. In all cases, letters must be signed with real names before they will be considered for publication, either online or in print. Campus related issues are given priority. Letters may be edited for length, though online versions tend to include full content, as long as it is not libelous or in poor taste. You may deliver letters to FA 42 or contact the

Alcoholism needs to be dealt with

Alcoholism is a psychological addiction, not a medical disease

Alcoholism is not a disease. Alcoholism is an infatuation and a want, either psychologically or physically.

But it is not an illness.

Dictionaries define a disease as a medical condition, a specific disorder and a considered problem in society, which is based on the general view from a political and medical consensus.

Alcoholism fits in the category of medical condition and even a problem in society if it were termed a disease.

The medical condition mainly involves hospitalization, but then that would be better termed as intoxication, addiction, or dependence of alcohol instead of alcoholism.

. If alcoholism is a problem in societies, it only makes sense to say that it is a metaphorical term for the problem, if it is a "disease."

If it's true universities, colleges, and high

schools have several people with the "disease." Students overindulge themselves with alco-hol on weekends, and sometimes on weekdays. That does not seem to be a type of disease.

The problem begins with the term known to college students, binge drinking, as a drinking form that has no limits of decreasing the gulps



of alcohol in a certain time.

Students do not know their own limits sometimes ending the night with "brown-outs," "black-outs," and a nice hangover the next day.

Then a hangover still is nothing compared to an actual medical disease, it is more like the

A cure for this problem would be a nutrition fact in the back of every alcohol beverage, spe-

cially a serving size to at least have some order. A person can be addicted to alcohol, can be physically dependant and can affect responsibilities, but it is not as harmful as AIDS, an actual

A person with AIDS is nothing similar to a person who has the option to pick up an alcohol beverage and gulp it down.

AIDS does not have a cure and compared to alcoholism, a person cannot just stop having AIDS while an "alcoholic" can just avoid alco-

itself after a person runs out of money; he or she will get worse and die if not cured properly. Once an alcoholic runs out of money the

AIDS, cancer, flu and a fever will not nurse

dependence will go away slowly since there will not be anymore alcohol purchases, unless the dependence has gone so far that hospitalization was a requirement. If alcoholism were a problem in society and

a problem with a specific group of people, then homosexuality would be rightfully a disease. There is no such thing as a cure for homosexuality or alcoholism. It is just a state of mind,

a decision, an option and a habit. Unlike alcohol though, homosexuality is not a problem to people who do not accept the way

Alcoholism is a problem. Since there is a high death toll related with drinking and driving, abusive attitude, and unwanted pregnan-

Drunks that drive tend to commit suicidal actions, since some fall asleep on the wheel or swerve out of control, but that is not a form of disease, it is more like gambling. (Gambling is not a disease either it is a compulsive attitude).

Every person that claims to be alcoholic is right. I agree with them, and that includes all 3.1 billion people that are on Earth and most of the animals.

A regular animal makes its own alcohol for example, cholesterol. So does this mean that every person is an alcoholic?

STATISTIC OF THE WEEK Who will get your vote for Student Trustee? 67% Andy Duong 33% Jason Macias 33% This Talon Marks pold is not scientific and reflects the opinions of only these internet users who have chosen to participate. The results cannot be assumed to represent the opinions of Internet users in general, nor the public as a whole.

AIDS does not have a cure and compared to alcoholism, a person cannot just stop having AIDS while an "alcoholie" can just avoid alcohol.

How are rising gas prices affecting you? COMPILED BY: SCOTT WATKINS PHOTOS BY: MICHAEL AGUDO



HENRY SHUMAKER "Because of the gas prices I can't do what I normally do, I have been carpooling

more often to try to cut my



philosophy major

"It's stupid, outrageous and ridiculous. Who would try to do something like this? I don't even drive and I think the gas prices are ridicu-



FERNANDO CERVANTES architecture major "The gas prices are making it

difficult to get to school and work. The money I spend on gas makes it so I can't afford tuition and books."



DIANA DOMINGUEZ teachina maior

"It's crazy. I have to drive less and find shortcuts to get where I am going."



ARTURO FLORIAN English major "We use too much gas and we are being punished for us-

ing so much and suppressing

other countries. It sucks."



ASHLEY JUAREZ business marketing major "It's horrible. I hate it and as a college student it sucks even

Starbucks is not alone

Starbucks has competition with small-town businesses.

In February, the caffeinated leviathan shuttered all 7,100 American outlets for three hours to retrain employees, a gimmick met with fes care about comestibles? equal parts ridicule and suspicion.

If customers hadn't gathered something was wrong, they knew now. The stock is down 40 percent from last year.

Today, "Starbucks introduces coffee," the company proclaims, offering free 12-ounce cups of its new Pike Place Roast, every Wednesday then stopped grinding them altothrough May 28.

troduce its core business, it's time to question the grounds. Founder Howard Schultz is on his 12th Transformation Agenda Communication, as if he were the Gen. David in the gussied-up beverages loaded Petraeus of java.

What's gone wrong with Starbucks indicates a consumer base that doesn't want what it's peddling.

In a, dare we say it, recession, the stores are too expensive, too impersonal, too unrelated to the sense of community that drove sales in the first place. They've become a pricey version of Dunkin' Donuts in muted colors.

Initially, Starbucks only had to



do two things right: the coffee and the food, the latter a disaster from the start.

Cases are stocked with stale sweets and pale sandwiches, enticing as paste. Know how little the ca-

When Starbucks arrived here a dozen years ago, an executive phoned a colleague for suggestions on pastry purveyors. That's

As fine coffee became more bountiful, consumers noted that Starbucks over roasted the beans, gether. The people behind the coun-When a company has to rein ter aren't baristas. They're button

> The brew is served scalding which no decent café would ever do, possibly because the big bucks are with milk, flavoring and whipped cream, the caffeine equivalent of a froufrou drink. You know, coffee for people who don't like coffee.

Consumers don't crave big anymore. They want an intimate connection with the community.

As good coffee took over the country, home-brewed cafés increased, owned and operated by area residents, each with a distinct identity, less particleboard, more

bulletin boards supporting local endëavors.

The money stays in the neighborhood, not Seattle. That's why naming the new roast after Pike Place, the first of Starbucks's 16,000 global locations, with a mere 1,175 to open this year, seems a flat note.

Or playing the same music everywhere, Sir Paulie, or a "top spin" at this very moment, Kenny G's Rhythm & Romance, which has many painful associations with the

I tried the coffee, a medium roast and it's an improvement, but still not as good as what we have here. Philadelphia is home to the exquisite La Colombe, worth every penny of the \$14 pound bag that we've learned to stretch for a couple of weeks or more.

Our neighborhood café, possibly like yours, is a caffeinated "Cheers." The coffee, from a small Seattle roaster, is ground fresh and always the right temperature.

Tables are shared, as well as politics, social issues and recipes. It's the heart of our neighborhood: The owner treats regulars to a

free latte on their birthdays, complete with a song. She sings far better than Kenny

G plays.

And the pastries, quiche and crepes, I'm happy to report, are

fresh and delicious. How in the world can Starbucks compete with that?

GIRLS AND SPORTS

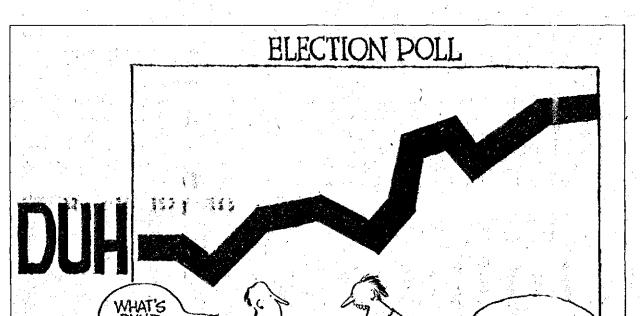
















COMING UP IN SPORTS

MEN'S

Baseball: 5/1 @ 2:30 p.m. at Mt. San Antonio 5/2@2:30 p.m. vs. Mt. San Antonio 5/6

Tennis: 5/1-3 - All Day -Southern California Regionals at Riverside

Track & Field: 5/3 @ TBA - Southern California Prelims at Bakersfield

Swimming: 5/1-3 - All Day - State Championships at Saddleback

Softball: 5/3-4 Southern Cali-

Tennis: Santa Barbara

Track & Field: at Bakersfield

5/1-3 - All Day - State Championships at Saddleback

"It was a tough game. We could

Blood finished the game with

Blood commented, "I got some

pretty good pitches today," about

went five and two-thirds innings,

and gave up one run on six hits and

Flores said, "Basically this win

Pitcher Steven Blanchette said,

Blood concluded, "It was a good

"I'm very excited we won."

set a tone, hopefully we will make it

his two home runs for the game,

have put our heads down, but in-

stead we caught up," Gaylord said.

three hits and four RBI.

struck out six.

to the playoffs."

team win."

Baseball wins, 6-5, against El Camino

JESSICA CHAPULA Online Community Editor onlinecomm@talonmarks.com

Rightfielder Trever Blood hit two home runs to help the Cerritos College baseball team defeat El Camino College, 6-5, at Kincaid Field last Saturday afternoon.

With the win, the Falcons clinched at least a share of the South Coast Conference title.

"We clinched the championship today, so it's been pretty good," head coach Ken Gaylord said.

At the bottom of the ninth inning, Blood stepped to the plate and drove a single into left field scoring shortstop Jerry Pena for the game winning run.

WOMEN'S

fornia Regionals at

5/1-3 - All Day -Southern California Regionals at

5/3 @ TBA - Southern California Prelims

Swimming:

Track and field wins at SCC

SCOTT WATRINS Editor-in-Chief editor@talonmarks.com

Led by eight individual event winners, the Cerritos College women's track and field team captured the South Coast Conference title during last week's conference championship meet.

The women finished first in both the 100-meter relay and 400meter relay and qualified for 30 individual events for the Southern California preliminary that will be held Saturday in Bakersfield.

The team is currently ranked No. 1 in the state and the men are currently ranked No. 12.

The men's team finished third and it qualified in 25 eyents for the Southern California preliminary.

The top six places in each event qualified for the Southern California meet.

The second place women's team was Mt. San Antonio, which finished with 215 team points while the Falcons finished with 296 team points.

"Mt. SAC is always one of our biggest rivals, competitively speaking," head coach Michael Allen said. "It has dominated the men's rankings and it always seems to come down to us or Mt. SAC in the conference,"

One of the athletes that won her event was Rachel Butler.

She won the javelin competition and was also a member of the wom-Starting pitcher Miguel Flores en's basketball team this season.

> team this year and I am just glad we have her," Allen said. Another woman that competed

"She has been a huge plus for the

was Patrice Fernandes. The runner competed in the 100-meter, the 400-meter hurdles and the 400-meter relay.

She finished third in the 100meters, second in the 400-meter



SCOTT WATKINS/TM

hurdles behind teammate Apryll White and was a part of the conference champion 400- relay team.

Fernandes said that the 400-meter hurdles is her main event.

She ran for Santa Ana College last season.

"This year I have had a lot of fun," she said. "The coaching is better and the athletes at Cerritos are more talented so I am forced to decided to move to Southern Cali- lege.

push myself every day."

For the men, Kristen Joseph finished in second to Long Beach's Bryan Braman in the long jump. Braman had not competed dur-

ing the regular season. Joseph said, "I look forward to competing against him again at the

next meet."

fornia to go to school at Cerritos. He said that he is not worried about the second place finish and feels that he will bounce back at the Southern California meet.

After the Southern California meet, the competitors, if they finish in the top six, will move on to the state championships that will be Joseph is from Las Vegas and held May 16 and 17 at Cerritos Col-

