

Faculty nixes pre-planning for cuts

By JAN SHAW
Staff Writer

The Faculty Coalition reiterated its stand of nonparticipation in pre-planning for possible budget cuts at its meeting here last Monday.

Instead, it will stand by its previous decision to take action only if budget cuts occur.

"There isn't any necessity for going through the budget-cutting process unless the budget is cut," said Phil Stokes, Faculty Association (FA) president.

The Faculty Coalition consists of the De Anza and Foothill Faculty Senates and the FA's Executive Board. The FA is the group which represents the combined faculties during collective bargaining negotiations with the district.

DE ANZA'S FUNDING rests with the California legislature.

The decision on the community college budget statewide may occur in February or in June, or sometime in between. No one knows.

If funding cuts occur, even as late as June, Stokes believes that the timing is flexible enough to allow the entire faculty to involve itself in budget planning for fiscal year 1979-80, which commences July 1.

"Those deadlines aren't set in concrete. They'll be relaxed just like last year," he said. He explained that the coalition does not want teachers getting panicky or their morale dropping any lower.

Last year's post-Proposition 13 budget was finalized in August.

IF FUNDING IS reduced, the Faculty Coalition has outlined its plan of involvement in a memo addressed to district Chancellor

Thomas Fryer, dated Dec. 4, 1978.

It states that the faculty opts for full involvement in budget planning when its leadership decides it is necessary. That involvement shall result in presentations of unified faculty views. These presentations will be within the structures of the Faculty Senate's right to meet and confer and the FA's right to bargain.

"The preservation of faculty morale in the face of financial uncertainty shall remain a high-priority concern of faculty leadership," the memo states.

"It is essential that neither the trustees nor the administration direct faculty members in any program to create recommendations for budget reductions," it continues.

THIS DOES NOT mean that individual faculty members can't present their ideas.

The coalition's structure for budget-cutting suggestions resembles the administration's

structure. They both look like pyramids.

Faculty members will make their suggestions to their elected representatives who in turn present them to the Faculty Senate leadership groups. The senate leadership groups shall use the suggestions to develop a set of faculty recommendations.

The faculty leaders will then discuss the proposals with administrators.

IF FACULTY leaders and the administration don't agree on the proposals, then the senate representatives will present the faculty proposals directly to the board of trustees who make the final decisions.

"We consider that the administration is preparing administrative proposals," said Stokes. "When and if Sacramento cuts our funding," he said, "the faculty proposals will be made."

"They may be proposals which vie with administrative proposals or they may not," he said.

Kaye McNaughton, president of the California School Employee Association (non-teaching staff) disagrees with the coalition's stand.

In a letter addressed to Fryer and passed out at the coalition's meeting, McNaughton sees the faculty action as a "delaying tactic" designed to curtail any decision making until after March 15, the deadline for notifying teachers that they may be fired.

CLASSIFIED STAFF have no such deadline.

"CSEA protests this delay, and requests that budget planning begin immediately," the letter states.

She is concerned that if decisions are made after the March 15 deadline, the non-teaching staff will have to absorb the brunt of the cuts, "again," if any are made.

Already this year, "42 classified staff positions in our district were eliminated because of Prop. 13," the letter says.

Blackout brings entire campus to a standstill

By SANDY ACEVEDO
Staff Writer

De Anza students were surprised to find a practically empty parking lot and school grounds last Friday as they wandered in for their last classes of the week.

A blackout that occurred Friday morning, at 2:12 according to the clocks, left De Anza at a standstill. The problem was a quarter-mile stretch of 12,000-volt cable that had a leakage in the insulation that surrounds the cable.

The malfunction was in De Anza's equipment, but it affected a PG&E circuit for two hours. PG&E managed to restore residential power by 4 a.m. Flint Center had its power restored by Friday afternoon in time of the scheduled performances.

FACILITIES SUPERVISOR Bob Mibach said that procuring the 900 feet of new cable turned out to be a task in itself. PG&E storage in Los Angeles had the last roll of the number two cable on the west coast. The cable had to be flown to the San Francisco airport and picked up.

Due to the hard work and the extra hours put in by Cupertino Electric and district Plant Services, the defective cable was replaced Saturday night. However, it was not until noon Sunday that service in the area was fully restored.

This was not the first blackout that De Anza has experienced. There were similar incidents in 1969 and 1971. In the more recent occurrence, the northeast corner of the campus and Flint Center had no power. In 1969, a cable failure managed to blackout the entire campus. That problem was also due to a leakage in the insulation. The New Jersey Okonite Co., the supplier of the cable, settles with the district for \$50,000 to cover replacement costs. The new cable was supplied by the same company.

William Cutler, business services director for the district, said the campus was to re-open on Monday whether or not the cable was replaced. The College had four diesel generators on standby in Stockton to be put into use if the problem was not corrected by Sunday evening.

THE TOTAL ESTIMATED COST incurred by the blackout was \$20,000, not including the salaries of the idle faculty. Where the \$20,000 will come from has not been determined.

Not only were the students and teachers affected by the blackout, but so was the equipment needing electricity to operate. The lighting and the electric doors were only the beginning. The clocks had to be reset. The DAC pool pump had to be turned back on, hoping to restore the heat that was lost. The computers in the business department were affected and La Voz' computerized typesetter had to be reprogrammed.

State regulations require a minimum of 175 school days. DAC has their schedule laid out for exactly 175 days. Dr. Richard Wright, dean of services, said that a school day is defined as 180 minutes, or three hours. The extended courses were not cancelled and are considered class time. If these courses did not exist, the class time might have had to have been made up.



La VOZ

"THE VOICE
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Photo by Eric James

A De Anza student stops and tests his knowledge of energy conservation at the Energy Challenge display of the Pacific Gas and Electric energy exhibit.

The exhibit is just part of PG&E's continuing effort to inform energy users of the various ways they can save energy and money, according to Mike Thleme, one of two exhibit hosts.

The exhibit features home insulation and

conservation tips for appliances as the major energy savers.

Other interesting displays were pilotless gas ignition, which operates by moving your hand near a sensitized plate causing a spark to ignite the gas, and how different types of florescent light affect colors.

The exhibit was parked in the parking lot near the planetarium Wednesday and Thursday.

OPINION

Editorial

Transition to semesters appears on DAC horizon

The year 1980 may seem a long way off, especially for those who are still putting "78" on their papers. The next decade, however, is only eleven months away, and with it comes a very important decision for De Anza students—should we retain our present quarter system or revert to a semester format?

Dean of Student Services Don Perata has presented a proposal to both Faculty Senates to change the calendar of both campuses in 1980 (see story page three).

With the spectre of Proposition 13 looming over the administration and faculty for the 79-80 fiscal year, the financial advantages of the semester system are readily apparent.

The loss of one registration process would cut a projected \$102,300 from the College's yearly expenses. A possible \$35-40,000 expense to finance the changeover would cut into the initial year's savings. The expense, however, is minimal compared to the funds that would be retained over a longer period of time.

The one major monetary advantage of the quarter system is the boost in average daily attendance (ADA) due to the winter session. Though Prop. 13 "bail-out" legislation wiped out the ADA funding system, many feel that a similar plan will replace it in the near future.

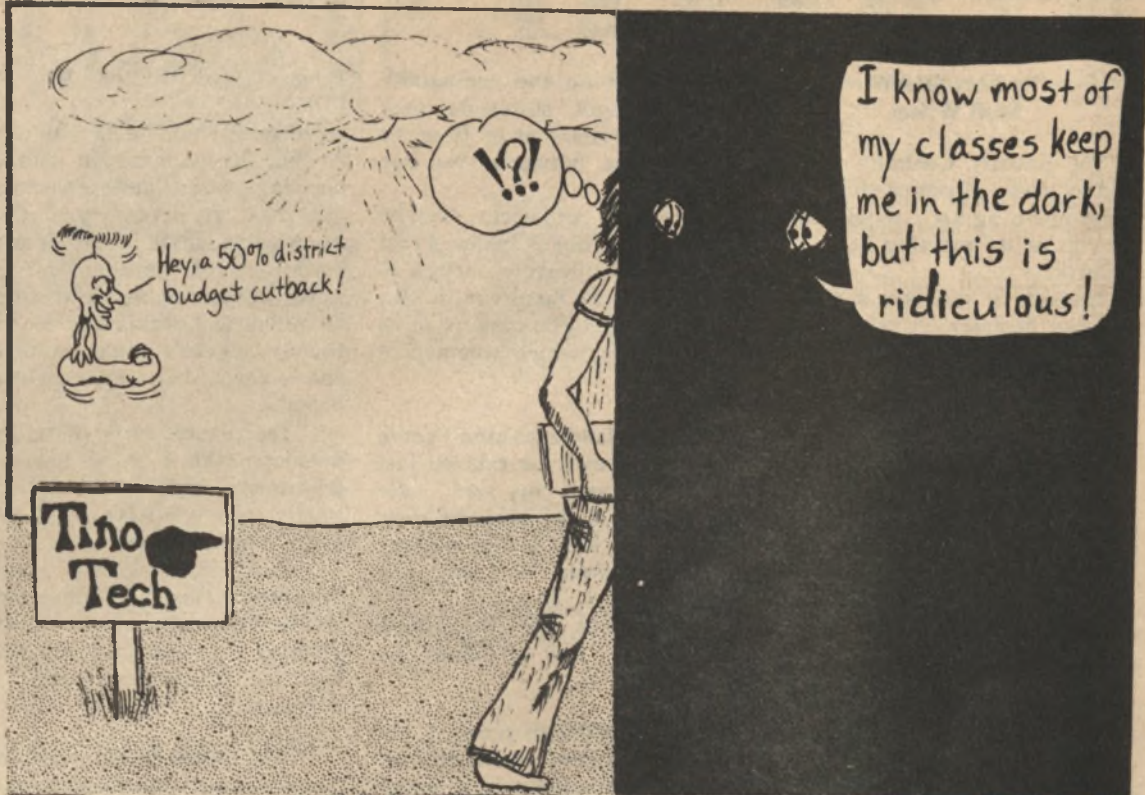
The problem is that most students could not care less about the financial aspects of a switch. They see only one issue with the semester system—longer classes with less variety.

What they don't see is the drop in class meetings per week, from four or five to two or three. Monday, Wednesday and Friday, or Tuesday and Thursday are traditionally the meeting days on a semester system. This would give the student a day between classes to read, study and write.

Many instructors have quietly complained that the quarter system does not give them enough time to sufficiently cover their material. Though the students may not harbor the same feelings, an "education" in a glossed-over course might catch up to them at a four-year institution.

Contrary to many other major decisions made on this campus, the students will play the biggest part in accepting a calendar change. In 1976, when a similar proposal was made, students rejected the idea while staff and faculty favored it. Since a unanimous decision was necessary, no change was made.

Students will have another opportunity to voice their views on the matter next year. La Voz hopes they will weigh all the points and make the most responsible decision.



Cartoon by Steve Murray

LETTERS

Faculty braced for cutbacks

Editor:

Your editorial of Jan. 19 was a little misdirected, the result, I'm sure, of the short period of time between Dr. Fryer's presentation and your press deadline.

The question of planning for next year's possible financial problem is not, however, as new to the faculty and administration as it is to you. In fact, the faculty, through its various representational organizations has been involved in planning since early December, an involvement we all intend to continue in ensuing

months.

A phone call to any Faculty Association or Faculty Senate Officer could have set you straight on this matter—before you wrote the editorial.

Gary J. Cummings
FA executive board member

Student needs elevator access

Editor:

It is inconsistent that a college with the reputation of being a leader in the field of education for the disabled still have areas of inaccessibility. Elevators in the Flint Center and gym are only operational by a key.

When a student has to wait for someone with a key, he is sometimes late in arriving to that class or getting to his following class.

[continued on page 3]

Letter errors brought to light

Last issue, a letter to the editor from a student was printed in La Voz which unfortunately contained some erroneous and fabricated information.

The letter specifically and erroneously claimed that the author had spoken to Food Services Director Klaus Dehn. Dehn, contacted later, said that even though the author did not speak to him, he would have said the things attributed to him in the letter.

In addition, the cashier in question did not speak with the student at the time of the letter's composition.

La VOZ

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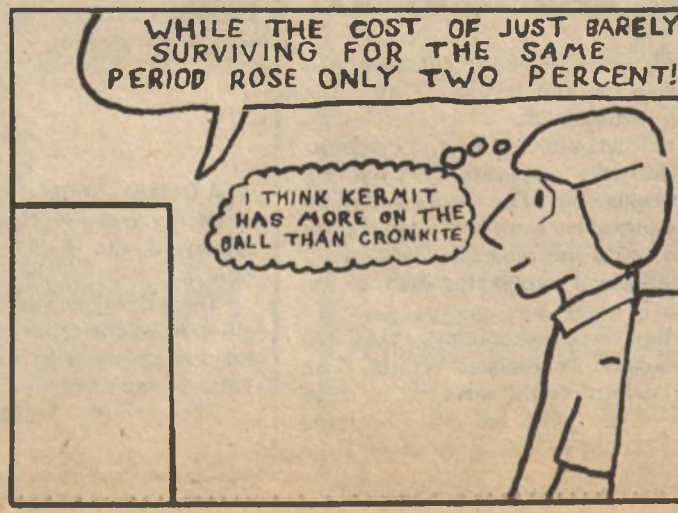
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Possible change to semesters looms

De Anza may switch from the quarter to an early semester system, following a nation-wide trend. This trend has been reported in a 1978 study of about 2,500 colleges by a committee of college registrars.

The committee also predicts that the debate over quarter versus semester will become more intense throughout the nation over the next decade and the one which proves most economical and efficient will be the mode of the future.

THE TARGET DATE for settling the question for De Anza and Foothill is 1980.

"My feeling is that we need to consider the economics and the efficiency of the whole operation," said Don Perata, dean of student services.

Perata has once again presented a proposal before the Faculty Senates of De Anza and Foothill to change the calendar of both campuses in 1980. His first proposal was presented in 1976 and the faculty and staff of De Anza approved it, although it was rejected by the students. At Foothill, the proposal was soundly defeated when all sectors surveyed in 1976 voted it down.

Perata said he wouldn't recommend that the two campuses use different calendars because it would put an even greater load on the Data Processing department, which he said is "overwhelmed at the moment." Therefore, the proposal must be approved by both colleges before it would be implemented.

WHEN HE presented his proposal to the Foothill Senate on

Jan. 15, they voted unanimously to form a subcommittee to develop a survey for their campus concurrently with De Anza.

"I think both campuses are moving in the direction to take a close look at it now," he said. He explained that the board of trustees will ultimately have to approve any recommendations by both campuses.

When De Anza changed to the quarter system in 1968, the feeling was that more income would be produced. There were also rumors at that time that San Jose State would be changing to the quarter system. However, De Anza didn't make more money, according to Perata, and San Jose State's calendar still runs on the early semester system. Perata said that if there is a change in 1980, it will be permanent.

BECAUSE OF Proposition 13, the proposal will probably be getting more attention. A survey of five departments on campus found that a cut of one registration process would reflect a total saving of \$102,300. Of the five departments, Data Processing Services would save the most, \$30,000. Perata said this is just a preliminary estimate and added that the proposal is in the beginning stage and other savings are yet to be analyzed.

Although he doesn't know what the exact cost of the conversion would be, Perata said Ohlone College in Fremont, which is now considering changing from quarter to semester, has estimated a one-time cost of between \$35-40,000.

"We're going to be looking at that closely," he said.

Perata sees other advantages

of the semester system. In 1976, he served on a faculty committee and it was their belief that students need more "soak-in" time.

"IN A SEMESTER system, classes are traditionally Monday, Wednesday and Friday or Tuesday and Thursday. There is that breather time between classes. It gives students a longer period of time to absorb material or do the homework," he explained. He feels students have more flexibility in arranging classes on the semester system. The quarter system offers classes four days a week, sometimes five.

It was also the feeling of some faculty members that too much material was being crammed into one quarter.

"It's a really debatable issue, (the greater educational advantages of the semester system)," Perata said and added that while the committee voted in favor of the semester in 1976, it was a

close vote.

"I don't want to do too much predicting," Perata laughed, but said he feels the bigger time lapse between semesters would allow more time to collect and process figures on class size, adds and drops, faculty loads and other pertinent information, resulting in more accurate class and instructor schedules. As it is now, preparation for next quarter's registration begins when the present quarter starts.

"THE PACKETS for the spring quarter are being readied to go to the press now," he commented.

His proposal also lists advantages of reduction in time instructors spend on record keeping, decrease in problems of room utilization, campus use and tight scheduling, and the reduction of pressure felt by some students on the quarter system.

Meanwhile, some disadvan-

tages need to be considered.

On the semester system, classes are offered only twice a year, barring summer school. This means a student has less variety in his schedule. With the quarter system, knowing a class lasts only 12 weeks makes those required classes one must take a little more tolerable.

PERATA'S STRONG feelings about the issue are backed up by input he's receiving from faculty members who are also in favor of the proposal.

"Being associated with counseling and registration, I know the impact of a quarter system over a semester system. I work with it every day," he said.

What action will be taken if the proposal is accepted by the faculty, staff and administration of both campuses but rejected once again by the students? That remains to be seen.

MORE LETTERS

[continued from page 2]

It is frustrating that the elevators cannot be used independently. If De Anza is to remain true to its reputation of complete accessibility, this is a problem that should be attended to.

One solution would be to leave the elevators unlocked during school hours. If this is not possible, persons with the key should be more available.

Ronald A. Moffett



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Cosmic Concert paints indoor universe

By STEVE MURRAY
Editor-in-Chief

Three years ago, "Eye See the Light Show" moved into De Anza's Minolta Planetarium with a light and sound presentation dubbed "Cosmic Concert."

Today, Director Fred Read and his crew of kinetic artists continue to transfix audiences with shows that improve month by month.

Read, who puts in 50 to 75 hours a week on the show, said that he and his associates are "constantly working to update the program."

"UPDATES" COME in the form of soundtrack changes and new optic equipment, most of which is built and designed in a workshop behind the sky theater. The projectors clutter the circumference of the theater and fill the two projection booths on opposite sides of the room.

The star of the show is a krypton-argon laser, which creates multi-colored geometric shapes on the dome. The laser pulsates in rhythm to music from Rick Wakeman, Rimsky-Korsakov, Bob James and others.

Operating the laser "is even harder than it looks," said Read. "It's a highly developed art that takes a certain amount of practical talent.

"IT'S JUST LIKE playing a musical instrument. You are turning knobs and dials to get notes of light."

Read described the laser as a "coherent" light, as compared to the incandescent light from a lamp or streetlight. Instead of spreading out, laser light tends to stay together. The moving geometric shapes on Minolta's dome is actually one dot of rapidly moving light.

"It's like a marching troupe of photons," Read joked.

Creating a heavenly background for the laser is Minolta's own "star machine," which recreates the universe as we see it with exact positions and brightness. The stars can either stand static or spin in such a manner that the viewer could develop space sickness.

In addition to the stars, "Cosmic Concert" uses projections of the moon, Jupiter, an



Photo by Larry Pfoutz

Providing a visual re-creation of the universe is the "star machine," shown silhouetted against one of the many cosmic designs projected onto the dome of the Minolta Planetarium during a production of the "Eye See the Light Show."

astronaut and the Mariner space probe.

"We like to keep an astronomical, spacey feeling in the show; make it a kind of space journey," Read said.

ALL IN ALL, REID estimates that over \$500,000 in equipment lies in and around the sky theater. The laser and other electronic components make up most of that bill.

Occasionally, the concert has to deal with customers that are boisterous or ignore the "no smoking" rule. Read's solution (with advice from Chief of Security Joe Kimble) is simple—the offender is removed from the theater without a refund.

"We don't give second warnings. The rules are plainly posted and are even projected on the dome. If someone breaks the rules, they are out."

THE LATEST addition to "Eye See the Light Show's" repertoire is a "graphic writer" for the laser. The component will allow the operator to create distinct pictures, such as a human figure of the light show logo. The figure will be able to spin on any of the three spacial planes.

The writer, said Read, is being installed now and will be incorporated into the show by the first weekend in February.

Advertising the arrival of the writer is a growing problem, said Read, since "advertising has increased four times in three years." He notes that the show's admission price has not increased over the same period.

"Eye See the Light Show" appears each week, Thursday through Sunday (see Calendar for exact times and admission). The show is probably at its highest point of refinement to date with many improvements yet to come. It is definitely one of the most fascinating and entertaining shows in the Bay Area.

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Undersides

Steve Murray



Ah, but where were you when the lights went out? Unless Channel 36 had a really good movie on at 3 a.m., most of us were in bed, tossing and turning over lack of preparation for Friday morning's exam. For those of us with easy transportation and a lot to do, the blackout was a welcome holiday. A three-day Super Bowl weekend!

Unfortunately, those who bike, bus or amble were a bit more disappointed that their efforts or quarters were spent in vain.

What really amazed me were the number of hastily-scribbled signs on doors and walls explaining the rather obvious lack of light and humanity. Two-thirds of our Printed Materials Charge (PMC) to those of us "in the know") must have been used in one panicky morning. "Administration closed due to power outage," "Campus Center closed due to..." "Learning Center closed due to..."—you get the picture.

Many of the campus goings-on were cancelled that day, including the day student council meeting. I guess Presiding Member Gwen Davis failed to see any romance in ASDAC by candlelight. A shame, since it could have been one of the brightest meetings of the year.

Nocturnal wanderers who happened to glimpse the campus Friday night probably got an impression of what it must have been like to gaze at a majestic castle in the darkest evening of the Dark Ages. De Anza was transformed by nightfall into a series of dark, foreboding monoliths, spreading their blackness into the starry sky. In an age of brightly-lit streets and high-beam headlights, it was an impressive sight.

MIRACLE IN MIAMI DEPT: De Anza's Black Friday shrank in insignificance compared to what transpired two days later. It was, of course, Super Bowl Sunday, the final, on-field finale to two weeks of hype, hooplah and howdy-do.

But c'mon, sports fans, wasn't that game worth it all? And it was about time, after the Snorer Bowls that preceded it. Strangely enough, most people feel that the only other championship game worth its snuff besides XIII was X, the first game between the Steelers and Cowboys.

I had no personal interest in the game, especially after the Rams bowed out for the umpteenth time. After much thought, my dad (also an L.A. fan) and I figured out why the Rams never make it: it's just impossible to win a game (e.g.—block, pass, run effectively) when one's hands are securely fastened to his own throat. End of discussion...

SPORT SUCCESS STORIES DEPT: I guess I should join the long line of writers who have congratulated former 49er quarterback John Brodie for finally finding his niche doing color commentary during NFL games.

I can remember John's maiden voyage into the world of news media when he became the sports reporter for KRON-TV. His biggest problem was following the action on the set as the cameras switched from one side to the other. For long, agonizing seconds, we would watch his profile speak into the other camera until he would notice that the little red light had gone to the other camera, telling him to turn and smile.

Brodie was quickly canned at KRON and promptly joined the network, providing color commentary for the games.

He matured even quicker, adding some of the most intelligent points available in his exclusive field. While jokers like Dandy Don, Coach Allen and his trusty sidekick Jim Brown, and Hank Stram were clogging the airwaves with filth, Brodie let us really know what goes on in the huddle, and oftentimes second- or third-guessed a coach or quarterback.

So last Sunday, there he was in the booth with Curt (Gimpy Mouth) Gowdy and Merlin Olsen, another former jock of note in commentary. Together, he and Olsen called an almost letter-perfect game, right down to predicting a big score (it was). You've come a long way, Brodie....

Cellar may hit basement

By **BOB RANDLE**
Staff Writer

Another great quarter of Thursday night entertainment was kicked off in grand style in the Burger Cellar as Cellar-by-Night once more got underway. However, if present trends continue, there may be few more such nights for the students of De Anza to enjoy.

Upon entering the new-look Burger Cellar at the 7 p.m. starting time of the scheduled festivities, one may have gotten the feeling that he had arrived a bit too early because of the rows of empty tables and idle Cellar staff workers.

On the multi-colored lit stage, however, a singer sits on a bar stool and strikes up a lively tune. Then, one begins to feel the intimacy only a place like the Cellar has to offer.

INTIMACY IS the watchword when referring to the Cellar-by-Night atmosphere. Entertainers are able to communicate with the audience easily, and the audience can practically reach out and touch the performers.

This idea of providing entertainment, along with a way for new aspiring talent to get much-needed exposure, started last spring quarter.

'Roots' author Haley to speak at Flint Center

Alex Haley, author of the best-selling book "Roots," will discuss his work on Sunday, Jan. 28 at 7 p.m. at Flint Center.

Haley will detail his detective work and the many trials and discouragements he experienced while searching out his ancestral past.

Haley's grandmother inspired him, through her oral history of his family. In all, Haley spent 12 years tracing his maternal family back to the Mandingo youth, Kunta Kinte.

In his search, Haley traveled through three continents and

Two acts opened this quarter's Thursday night activities. The first was a solo artist, Ish Luera, on the acoustic guitar.

After a couple of problems in setting up the PA system, Luera turned in a much more than adequate performance in front of a small but appreciative audience.

He was quite comfortable moving from folk to rock to blues.

THIS SMOOTH and adept guitar picker added his own special touches to such familiar hits as "Moondance" by Van Morrison and even emulated convincingly the style and voice of Cat Stevens. Luera also peppered his performance with original efforts, including a lovely song entitled, "Caroline," which he says was written on a sleepless night.

Filling out the second half of the double bill was a group of four called "Squeeze Play." After a short pause to set up amplifiers and other essential equipment, they played in front of a late-arriving crowd. The newcomers were treated to a professional sound by band members Mike Sharpe, Pat Weber, Dave Canton and George Legaspi.

The band set the pace for the evening with a lively jazz number and went on to do great justice to such well-known artists as Jim Reed, the Commodores, Boz

Scaggs and even the classic "Satin Doll" from Duke Ellington.

THE GUITAR WORK and vocals were excellent, sometimes two points that are overlooked by many neophyte groups. But there was nothing amateurish about Squeeze Play, a team that sounded like it has worked long and hard.

Another part of the Cellar-by-Night show, a person who works long and hard, is Rick Yamashiro.

He can be found setting up the sound equipment, assisting the acts and even sitting in with the performers. He is quite at home with many instruments, including the flute, harmonica and a terrific saxophone that he displayed as he jammed with Squeeze Play, on Chuck Berry's "Johnny B. Goode."

There are reports that the Cellar-by-Night affairs may have to be discontinued, and when asked why, Yamashiro replied, "Staff is our main problem now. We have to recruit more staff or the Cellar will close."

Another problem noted was that the audience was not taking advantage of the Cellar's food services that offered such culinary treats as quiche Lorraine and chili verde.

"We try to have something new every week," said Greg Abreu, manning the food counter.

However, the crowd was rather unimpressed until pleas by the entertainers themselves did get many of the audience out of their seats.

TRAVEL SALE

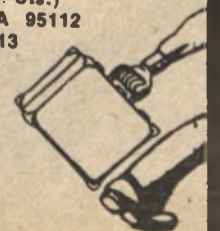
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Horowitz lectures on 'cabbages and kings'

By JORDAN BRIAN
Staff writer

On Thursday, Jan. 18, David Horowitz appeared on the rostrum of Flint Center to acquaint us with some of the practices he called "rip-offs" of the present industrial/financial/political age.

Having heard about Horowitz prior to attending, I envisioned a typical, dry-as-dust treatise on mis-statements of fact and other tricks of the advertising profession. He was anything but dry. He has a quick, fine sense of humor and a tremendous knowledge of his subject. This David is fighting the Goliath of Big Business—and, it seems to me, is winning the battle.

Horowitz spoke of many things: "shoes and ships and sealing wax, of cabbages and kings," and he made them look unfavorable. Not evil, not dishonest, just unfavorable. For instance—the advertising on TV aimed at children, plugging sugared cereals and the like. Who goes out to buy those things, which are presumably harmful to children? Do tiny tots of two or three years of age do the buying? Do nine-year-old children buy the dangerous mechanical toys (batteries not included), or do their parents shop for them? In fact, do children understand what the commercials are all about?

There are other clever merchandising tricks, Horowitz said, such as putting a box of baking soda into the refrigerator to 'eliminate odors.' What kind of odors? Food odors, of course. And what's wrong with them? Isn't the odor part of what induced us to buy the food in the first place? But since baking soda is no longer needed in baking,

and the Arm & Hammer people must sell their product, we are instructed not only to buy it, but to renew it every several months.

Take the clever toilet paper advertising. How many people have tried squeezing Charmin lately? Certainly it's soft; they've succeeded in blowing air between the various layers of the roll, as have other manufacturers. But this does not make it better. As a matter of fact, it is probably not as good, since it is composed of single-ply tissue instead of double-ply.

HOROWITZ CONTINUED, touching upon "sucker lists;" once we send for anything advertised as free, we're hooked forever on one or more such lists, which are bought, sold and exchanged by people who specialize in compiling them.

Or insurance salesmen, who have a way of selling unneeded insurance in gigantic amounts to people, usually of advanced age, who don't know the non-necessity of the additional costs involved.

Or auto mechanics. Most ordinary car owners upon lifting the hood see a bewildering array of hoses, fan belts and electric wires. He thus leaves the car to the tender mercies of a mechanic.

But do most mechanics know more than us? Well, a majority, perhaps; but some mechanics

Even supermarkets have to resort to clever stunts such as subliminal advertising. They offer free coffee. Where is the coffee located? In a spot scientifically contrived, where you, as you pause for refreshment, can cast your eyes at several aisles of merchandise. As you do so, you spot several items that you had no intention of buying when you entered the

store: shaving lotion for dad, several batteries for the kids' toys, another box of cookies. Thus, you finally exit the market with perhaps \$10-20 more in purchases than anticipated.

IN SHORT, advertising, as Horowitz delineates, is one big rip-off. And are these advertis-

Horowitz: 'Fight back at ads'

"Toilet paper is a rip-off... literally," quipped David Horowitz, crusader and educator for the consumer.

With his know-how and awareness he informs the unsuspecting and inexperienced public of the necessity to be alert in the never-ending battle against deceptive advertising, unethical business practices and out-and-out rip-offs.

WILLING TO discuss the problems with anyone interested, just the slightest comment starts him off on a long, deep discussion, or an entertaining anecdote. This single-mindedness extends even to answering questions posed by a La Voz reporter prior to and during the dinner which preceded his appearance in Flint Center last Thursday night.

Horowitz appears to be well informed on just about every subject, from discussing his opposition to the current Federal Trade Commission hearings on kiddie show advertising to disco music and dancing.

Horowitz earned his B.A. degree in journalism from Bradley University, and his masters at Northwestern with highest honors. He then did his post-gradu-

ate work in public law and government, at Columbia as a CBS newsfellow.

IN 1959, HE began working as a reporter for the Peoria (Ill.) Journal Star, and later became editor of a newspaper chain. Three years later he joined NBC in New York as a writer for "The Huntley-Brinkley Report," while simultaneously working as an editor-reporter for the network.

In 1963 he became a foreign correspondent for the network, based in Hong Kong.

His consumer reporting began in 1966 when he joined NBC in Los Angeles and developed three successful consumer-awareness information spots: "Action 4," "Of Consuming Interest," and "Guideline," all of which still air.

His major message is to "fight back!" Horowitz feels that advertisers have learned how to push our buttons. They have us totally psyched out. These commercials are dumb, they insult our intelligence, and they try to hype us into buying things we don't need."

SEVERAL PROBLEMS have arisen from this. Threats from sponsors who have been victimized by his public testing is one. Horowitz said, "When I test something and it's negative, they (the company) threaten me by

The remedy? Horowitz flashes a big, red button that says "Don't rip me off! I fight back with David Horowitz!" He has also written a book titled "Fight Back," which can be procured by mailing a check for \$8.37 (which includes \$6.95 price, plus six percent sales tax and \$1 mailing).

going to the networks carrying my show and telling them that if they carry the show they won't give them their advertising dollars."

Sponsors who receive positive reports from his shows try to buy the rights to that particular show for their own use which, in spite of huge sums of money offered, Horowitz refuses.

"We do so many controversial things in a very light-handed way," he said. "We can still put companies out of business."

HOROWITZ STRESSES that he prefers the title "consumer ombudsman" as opposed to "advocate." He explained, "When a consumer is wrong, I tell him so. An advocate, on the other hand, always pleads the cause of the consumer."

Even when Horowitz is relaxing at dinner and away from the public eye, he still stays in the spotlight, even if he has to force it on himself, (which doesn't happen often). Confident and comfortable, he still has enough stories to top just about anyone, and he says so.

However, even Horowitz became slightly fidgety and nervous a half hour prior to his speech at Flint Center.

It is difficult to tell when the business-like Horowitz stops, and the family man begins. The two became intertwined during dinner. One minute he is talking about his wife and two daughters, and the next he is telling about his recent expose on a post-card rip-off. Either way, he is entertaining.

Gigantic Book Sale

Don't miss the bookstore's paperback sale - Jan. 30 and 31, in the Campus Center foyer.

All books 50¢.

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Men's basketball holds own in aggressive game

The De Anza men's basketball team won a close one against West Valley College last Friday, 47-46.

In a quick first half, due to a minimum of fouls committed by both teams, the lead changed hands as often as each team scored. But good rebounding by Bill Korhummel and Jim Greeley sent De Anza up by four with three minutes left to play in the first half.

By the end of the half, West Valley had come within reach of the lead, trailing by one basket.

In the second half, the Vikings played more aggressively and scored a quick six points. The Dons completed two baskets but were prevented from scoring for over six minutes as the Vikings took the lead 40-35.

THE DONS SCORED two more baskets, one from the outside by Tom Lord and one on the inside by Korhummel. West Valley stalled the game for over eight minutes and scored only once to lead De Anza 42-39 with

5:20 left to play.

With two minutes to go in the second half, De Anza led by one point, the first time they had led since the opening of the second half.

Both West Valley and De Anza then had turns at the foul line, but neither scored and the Dons retained the lead.

West Valley had the ball with 14 seconds remaining. They played for the last shot but missed. Korhummel swatted the ball to mid-court and the Vikings called a time out with one second left.

WEST VALLEY THREW the ball in bounds and lofted a rainbow shot towards the basket but missed again. De Anza won 47-46.

After the game, Coach Tony Nunes said, "West Valley played great. We're very fortunate to win."

Top scorers in the game include John Clark and Jim Greeley with 10, Kelly Harris and Bill Korhummel with 8.

Setbacks in golf don't stifle coach's optimism

On February fifth, the De Anza Golf Team will begin a new season against Chabot College, and although there have been several setbacks, Coach Bob Pifferini still is optimistic about this year's club. "We will be up there in the middle of the pack."

One of the unfortunate circumstances to befall the squad is the loss of three of last year's best players, who have decided not to return to De Anza after a previous excellent year on the links.

"We have three qualifying rounds this week, whether we will get them in or not remains to be seen, but the weather has to be pretty bad before we cancel out," explained Pifferini.

Ten players are currently on the team and out of that ten, six will be selected with one alternate, on the basis of their rounds this week, if they can get the rounds in.

Some of the golfers that wind up on the team are recruited from schools in the area and two hope-

fuls were expected in from the east. "Unfortunately, they have not shown up, and I do not know where they are," lamented Pifferini.

Bob Pifferini does feel, however that his club can be competitive against such powerhouses as San Jose City College, Canada College and Chabot College, "all of which will be our toughest competitors." And if De Anza's lineup performs as it has in the past, there is good reason for optimism. The golf team has won championships not too many years ago and have always been a contender in the Golden Gate Conference. Last year, the team had one of its best showings. "Our freshmen came on so well last year that we were tied for the league title when Canada beat us out in the last match, 28-26," said Pifferini.

The team this season will definitely have to overcome some hardships, but they have done well in the past, and Pifferini vows to be in there fighting this year.

Dons suffer first loss

A lid seemed to be sealed on the basket for the De Anza women's basketball team as they battled against undefeated West Valley last Friday, losing 69-62 on the Viking's home court.

"We were really prepared for the game. But the girls didn't execute the way they were told to," Coach Debi Schafer said.

In the opening minutes, West Valley took a quick six point lead by playing a fast-paced running game. The Dons slowed the pace down and began to score, but not enough as the Vikings led 31-24 with less than two minutes to play in the first half.

The speed and quickness of Sharon Grennan and Carol Costarella caused a number of Viking turnovers and at the end of the first half, De Anza was only down by one, 31-30.

Five minutes into the second half, West Valley expanded their lead by nine and the game became a defensive battle under the boards. The Dons were blocked by West Valley in rebounding situations. Most of the Vikings' scoring came from the outside while De Anza struggled offensively on the inside with tough Nadine Ramirez scoring 13 points.

De Anza, down by 13 points, struggled within reach of a tie or taking the lead with 9:20 left in

the game. But casual passes and forced shots caused too many executed scoring advantages for West Valley.

"We made too many ball handling mistakes," Schafer said. "We played hard but we got beat."

It's better we lost now than later."

This was the first loss for the Dons. High scorers for De Anza include Sue McNiff with 16, Ramirez with 13 and Cathy Fisher with 10.

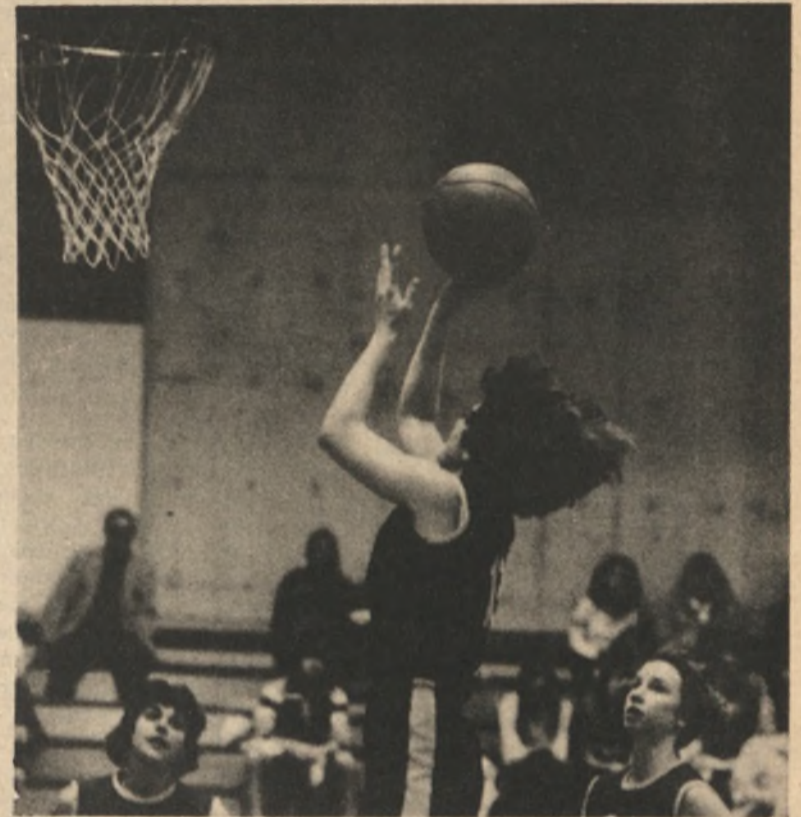


Photo by John Long
Nadine Rameriz [13] shoots for a bucket, as her teammates Sue McNiff [right] and Kathy Silverman stand by.

Bud tourney on campus

Budweiser will be sponsoring a college super sports program, Wednesday, Jan. 31, for De Anza students with competition beginning at the local level.

The six different events will include volleyball, 880 relay, round-of-bud, obstacle course,

team frisbee, and tug-of-war.

Organized teams of four men and four women may sign-up at Co-Rec office PE 51a, or you may sign-up and be appointed to a team.

The winning team will go to

state competition and possibly continue to an all expense paid trip to Florida for the national competition during the spring.

For more information, stop by Co-Rec office or activities table in the Campus Center or call 996-4645.

HELP WANTED!

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Deans change positions, one leaves De Anza

On Feb. 1, Segment Deans David Kest, humanities, Barbara Reid, special education, and Richard Charles, assistant dean of De Anza's Sunnyvale Center, will have new assignments.

The move began with Kest's 18-month leave of absence to become director of the western region office of the Higher Education Management Institute (HEMI). Kest is interested not only in the move itself but also in what effects Proposition 13 will have on HEMI.

He has yet to decide if he will resume his position as Segment Dean at De Anza after his 18-month leave. He says he will come to a final decision at the end of that period.

Instructor to give recital

Part-time De Anza instructor Robert Orr will give a free guitar recital Friday, Jan. 26, in Room A-11 at 8 p.m.

Orr will perform in the classical, baroque and renaissance styles from the works of Dowland, Scarlatti, Sor, Llobet, Laura, Bach and others.

Vice president and a founding member of the Peninsula Guitar Society, Orr began his studies in 1968.

REID WILL BE named Acting Dean of Humanities. She is looking forward to the move and feels it will be a broadening, learning experience. She said she wasn't really leaving her position as Segment Dean of Special Education, but broadening herself.

Reid said she will continue to feel a responsibility towards her previous position. Reid has held administrative ranks at De Anza for two years. Prior to that she was Director of Special Programs at Santa Fe Community College in Gainesville, Florida.

She holds a B.A. degree from the University of Iowa and an M.S. and Ed.D. degree from the University of Northern Colorado.

CHARLES WILL become Acting Dean of Special Education. He says he is excited about having the opportunity to work on campus with such a dedicated staff. Charles has held administrative ranks at De Anza for two years. Before that, he was Director of Mendocino Community College's Lake County Center, an outreach program.

He holds a B.A. degree from Brigham Young University and an M.A. degree from the University of Washington. He is completing his Ed.D. degree in older adult education at the University of San Francisco.

Calendar of events

FILM

1/30: "Incident at Brown's Ferry." Student Council Chambers, 11:30 a.m. Free admission.
2/7: "Blood of a Poet." A-11, 8 p.m. \$1, sponsored by the Dance Department.

LECTURE

2/2: "The Astrological Debate: Past and Present." Lawrence Jerone. Forum, 1, 7:15 p.m. Sponsored by SLS 90.
2/1: "People Pleasers Program." George Plimpton. Flint Center, 8 p.m. \$4.50 at the door, if space is available. Sponsored by Short Courses Office.
2/2: "San Francisco Symphony Preview Lecture." A-11, 8-10 p.m. admission \$2.50. Sponsored by Short Courses Office.

MUSIC

1/26: Guitarist Robert Orr. A-11, 8 p.m. Free admission.
2/3: San Francisco Symphony. Flint Center, 8 p.m. Admission charge.
2/4: The Schola Cantorum. Flint Center, 8 p.m. Featured will be Handel's "Dettingen Te Deum" and Stravinsky's "Symphony of Psalms." Tickets: \$4 general, \$2 students.

THEATER

2/7, 10: "Confusions." Flint Box Theater, 8:15 p.m. Tickets: \$3 general, \$2 students and seniors.
2/9: "The Assortment Dance Theater Company." College of San Mateo Theater, 8:15 p.m. Tickets: \$3.50 general, \$2.50 students and seniors.

SPECIAL EVENTS

1/26: "Scientific Investigations of Claims of the Paranormal." Forum 1, 7:15-9:15 p.m. SLS 90 or De Anza student body card required.
1/28: Alex Haley, author of "Roots." Flint Center, 7:30 p.m. Sponsored by Foothill Short Courses.
2/3: Environmental Study Area Tours: De Anza College, corner of Stelling and McClellan Roads, 8 a.m. to 4 p.m. No admission charge.
2/3: Flea Market. De Anza College, Parking Lot A, 8 a.m. to 4 p.m. Information: 996-4946.

2/7: "Wednesday Night Entertainment." Campus Center, 7 p.m. Sponsored by the Activities Office.

CONTINUING EVENTS

2/6: Inter Club Council Meeting, El Clemente Room, Campus Center, 3:30 p.m.
Fridays: Day Student Council Meeting (ASDAC), Council Chambers, 2 p.m.
Mondays: Evening Student Council Meeting (CESDAC), Council Chambers, 6:15 p.m.
Through February: Cellar-by-Night, Thursdays, 7-10 p.m. Beneath College Bookstore. No admission charge.
Through February: "Eye See the Light Show." Minolta Planetarium. Thursdays, 7:30 p.m.; Fridays and Saturdays, 7:30, 9, 10:30 p.m. and 12 midnight; Sundays, 4:30, 7:30 and 9 p.m. Admission charge.

SPORTS

Men's Basketball:

1/26: Foothill College at De Anza, 7:30 p.m.
1/31: San Jose City College at San Jose, 7:30 p.m.
2/2: Canada at De Anza, 7:30 p.m.
2/6: Diablo Valley at Concord, 7:30 p.m.
2/9: San Mateo at De Anza, 7:30 p.m.

Women's Basketball:

1/26: Foothill at De Anza, 6 p.m.
2/2: Berkeley JV's at Santa Clara, 5:30 p.m.
2/6: Diablo Valley at Diablo Valley, 6 p.m.
2/9: San Mateo at De Anza, 6 p.m.

Men's Track:

1/26: Examiner Games at San Francisco City College, 6 p.m.

Women's Track:

1/26: Examiner Indoor Games at the Cow Palace, 6 p.m.

Golf:

2/5: Chabot at Castlewood, 12:30 p.m.
2/6: College of San Mateo at Peninsula Community College, 1 p.m.

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Campus Security gets tight

Security on campus is tightening up and it's starting with the Campus Security Office's own front door.

On Monday, Jan. 15, the Campus Security Office was burglarized and three portable radios, valued at over \$1,200 each, were stolen.

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In an attempt to stop this from happening again (the office was burglarized last year also), the front door has been reinforced with steel.

Joseph Kimble, chief of security, commented that the office was not built for a security team, and lacked extra strong doors and locks. In addition, it is not set up to operate in emergencies.

Last Friday, when the school had an emergency power outage, security had to go without the use of phones and equipment. Even when there is a planned outage, security is left powerless.

Proposition 13 has also put a damper on Campus Security.

During the summer, there was a skeleton crew of six security officers.

With the start of school, the number increased to 17, but about 22 students would be more appropriate, said Kimble.

The students work around their school schedule but can no longer work overtime.

"If someone calls in sick, we have to work without them. There are good times and bad times and we have to live with the bad," said Kimble.

NEED A TUTOR?

Are you having difficulty with your course work? Would you like a tutor to help you through the rough spots? Tutors are available free of charge at the Tutorial Center located on the second floor of the Learning Center.