

St. Valentine's Day

Commercialized holiday sours the sweetness of love

BY SANDRA CHALMERS
Senior Staff Writer

People traditionally view February 14 as the day to celebrate love, to remember love, and to make love, but in 2009, the holiday may be more about the dough in the bank than the heart shaped candies.

Valentine's Day is celebrated in most countries as a day to show affection to loved ones with cute notes, red roses, and teddy bears, but many believe that Valentine's day is becoming more of a commercialized holiday than a day of appreciation.

If only Americans could take the famous lyrics sung by The Beatles "Can't Buy Me Love" a little more seriously, Valentine's Day wouldn't be one of the top revenue producing holidays. This year's Valentine's Day total spending is to reach \$14.7 billion, according to the National Retail Federation's 2009 Valentine's Day Consumer Intentions and Actions survey, conducted by BIGresearch.

Americans buy approximately seven billion greeting cards each year producing approximately \$7.5 billion in sales, with Valentine's Day generating 25% of these sales, according to the Greeting Card Association's website. Valentine's Day is the second most popular holiday for sending cards, apart from Christmas being number one.

Some say 'I love you' with a box of chocolates, diamonds or even cuddly stuffed animals, but it is quite evident that the American culture deems it important to say the three words through the wallet.

In February of 2008, jewelry stores across the nation sold \$2.6 billion worth of jewelry, according to the U.S Census Bureau.

So, why do Americans feel a need to spend so much money on a holiday that is meant for sentiment expression rather than material possessions?



Photo courtesy of Sonofthesouth.net



Photo courtesy of Sonofthesouth.net

Thus Claudius outlawed marriage for young soldiers. Saint Valentine illegally continued to perform marriages for young soldiers and Claudius had him imprisoned and sentenced to death.

The myth continued in that while Saint Valentine was imprisoned he fell in love with the jailor's daughter, to which he exchanged love notes with and signed them "from your Valentine," according to History.com a website directly linked with the History Channel.

Feb. 14 was then a day established to commemorate his death, for dying as a martyr in the name of love.

Since the Middle Ages, people celebrated February as a month of romance. The pagan festival, Lupercalia was a very popular celebration in Feb. that traditionally concentrated on fertility and pairing up local bachelors with single women, by choosing names out of an urn at random.

Other historic stories point to February as the month for flourishing love.

English literary author, Geoffrey Chaucer, in his work "Parliament of Fowls" mentions February as a month of romance, in that it is the special time that birds look for potential mating partners.

In more modern times, our popular culture has also been a victim of Cupid's love arrow. A popular rock band goes by the name of Bullet for My Valentine, which released its debut album on Feb. 14, 2006. Even in the film industry, Valentine's Day has influenced moviemakers to produce the most recent horror movie "My Bloody Valentine" (2009) that has produced a total domestic gross of \$46.8 million, according to BoxOfficeMojo.com.

Saint Valentine has left a legendary imprint on our society, and companies have commercialized for revenue, making the task of spreading the love easier said than done.

"Valentine's Day is really just an excuse to buy and eat chocolate," said Jillian Kerstetter, a sophomore at CSUSM. "It's like Easter, people celebrate it, but they may not really know what it

means."

Though the exact history of how Valentine's Day became a holiday is a bit of a mystery, three myths clearly exist, centered on a very peculiar Saint Valentine.

The most prominent myth states that some historians believe Saint Valentine was a priest in the Roman Empire under Emperor Claudius, who improvised a rule that single men made better soldiers.



THE PRIDE

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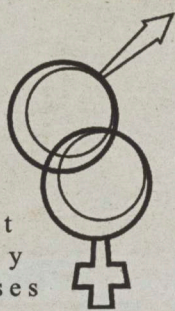
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Cal State San Marcos
333 S. Twin Oaks Valley Road
San Marcos, CA 92096-0001
Phone: (760) 750-6099
Fax: (760) 750-3345
Email: csusmpride@gmail.com
<http://www.thecsusmpride.com>
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SEX 101!

BY IVAN GARCIA
Pride Staff Writer

latex outfit many penises wear to a party, let's hope all of them are repeat dressers (terrible analogy, I know).



February is here, and with the coming of the shortest month of the year taking center stage, so will programs and days that will help to educate. And no, Valentine's Day does not count as one of those days, unless you and your partner decide to move in together, learn about each other's interests, and/or try new positions (some are just hands on learners).

No matter how you celebrate this alleged month of love, there are many programs and days to look out for that will help to turn your grand idea of dinner at McDonalds into a romantic candle light dinner with roses and candy. Results may vary.

Before I continue, I have to admit I don't see the big deal in Valentine's Day. I think it's kind of sad that we take only one day out of the year to tell people we love them. Shouldn't we let them know everyday? And yes, we're a nation of consumers, so of course we have to buy our significant others flowers, roses, chocolates, ponies, or milking machines on this day of love. I'd be a hypocrite if I say that I've never given/received these varying gifts (except for the obvious ones...chocolates and ponies), but that's just how growing up goes.

You learn what your Valentine might like and you try to stick to the theme of giant red hearts and disgusting chalky candy (because nothing says "I love you" quite like an uncomfortably dry mouth).

Moving on, I promised I was going to talk about all the great events that are going to be on campus, and sure enough this week has two events in particular that will get your blood flowing... to various places.

One in particular is actually today, February 10th during University Hour (12pm-1pm) in Markstein 102, which is the H.O.P.E. & Wellness Center's "Ask the SEX-perts: Erotic Play, Making Intimacy, Fun and Sexy." Presenter Jennifer "Dr. Jenn" Gunsaulus, Ph.D. has more than enough credentials and passion to promote education, safety, and openness. Gunsaulus is a sociologist and doctor in Relationships and Intimacy who preaches open and honest sexual health as well as female empowerment.

Finally!

I'm sorry, but I think all people should be able to talk open and honestly about sexual health no matter what your gender identification. Can society please get past the idea of the double standard? So, now that you know about what you're probably missing right now, put down this newspaper and get over there! It's okay, I'll be here when you get back.

Back? How was it? Was it, dare I say, educationally arousing? Good, but now you have the next event to look forward to...drum roll please...National Condom Day!

Yes, an entire day devoted to a

than an entire day focused around safety? How about safety, food, fun, prizes, and entertainment by an up and coming dance group, Soul Junkies? Hosted by the H.O.P.E. & Wellness Center, this event intends to get your questions out there and answered. And there will, of course, be freebies over at Library Plaza during University Hour. You know what freebies I'm talking about, don't bother guessing what they might give out because I'm sure there some that are already out there unwrapping one right now, and no, it's not a Christmas present or is it?

I'm personally just hoping that this event is the same or even better than how it was last year. Set up buffet style, the only difference is that there was only one thing on this menu.

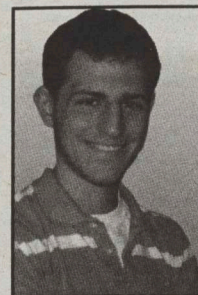
With all these great resources on campus, there's no reason at all for students to say they aren't educated or don't like using these rubber meat sheaths.

With these great events and resources at hand, young people these days do have the choice to "have their cake, and eat it too."

This phrase, by the way, is one that I've never really understood, I think it's perfectly reasonable for someone to want to eat a cake they have, there's not much else you could do with it. Except hide in one if you're a stripper.

Bill of Rights

St. Valentine's Day is more than cards and flowers

BY BILL RHEIN
Senior Staff Writer

Every year around February 14, there is a rise in the purchase of lacy cards, fancy jewelry, overpriced flowers, and heart shaped candy. Over the years, society lost the roots of this day, commonly referred to as "Valentine's Day."

First off, the day is not just called "Valentine's Day." Valentine is not a term of endearment. It is a name. Valentine lived in the third century and was a bishop in Rome. Many Christian faiths recognize Valentine as a martyr and a saint. The Roman Catholic Church celebrates his life on February 14th, thus the day is properly titled, Saint Valentine's Day.

Due to the contributions of St. Valentine, the day became synonymous with romantic endeavors. Understanding the life of Saint Valentine makes the day much more romantic. Valentine lived in the days of ancient Rome where he worked as a priest. In secret, he presided over marriages of Christian couples, saving them from persecution. By helping these 'criminals' of the state, and for not renouncing his faith, St. Valentine

was tortured and beheaded.

February 14th is a day to honor St. Valentine's work, by doing special deeds for one's sweetheart or beloved. It can also be a day one finds a person to court. It is not a day

for consumerism. St. Valentine's Days is not a corporate holiday. The story of St. Valentine is true, as evidenced by the finding of his tomb.

Gifts are nice things, but the intention of the present should have some meaning. One should keep in mind why the day is special and where the origin lies. It is not a say for hooking up or one night stands. It is a day about true and undying love, in honor of a man who served the world though his commitment to love.

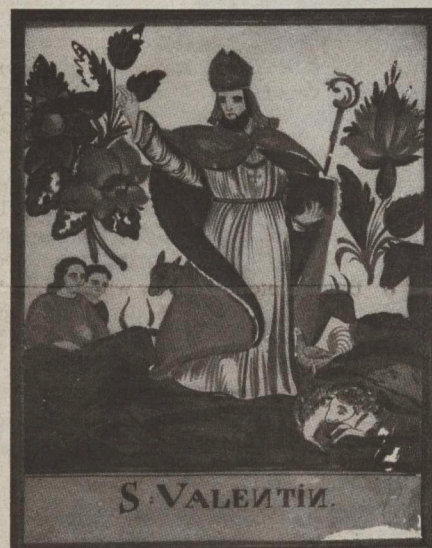
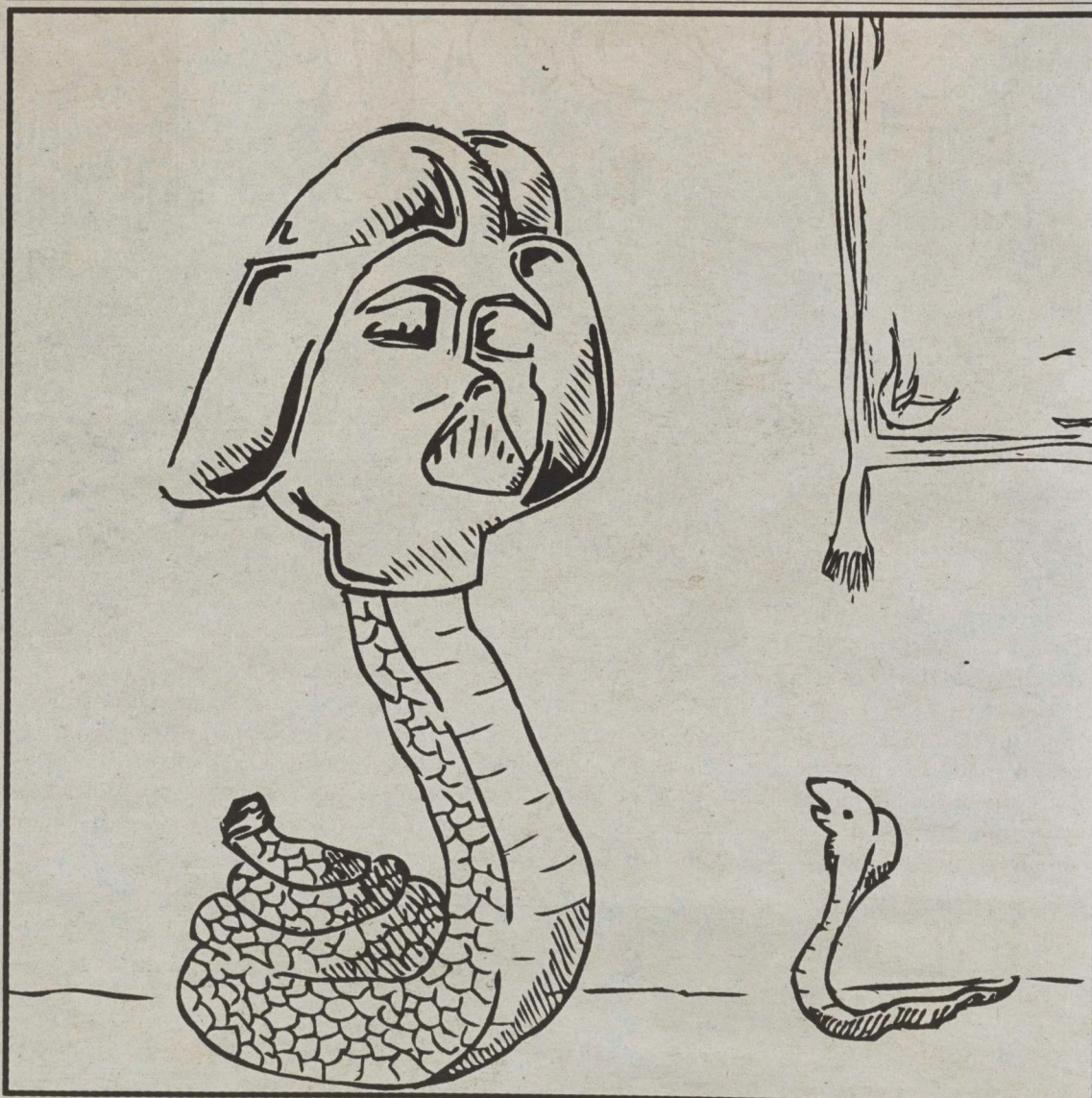


Photo courtesy of virtualmuseum.ca

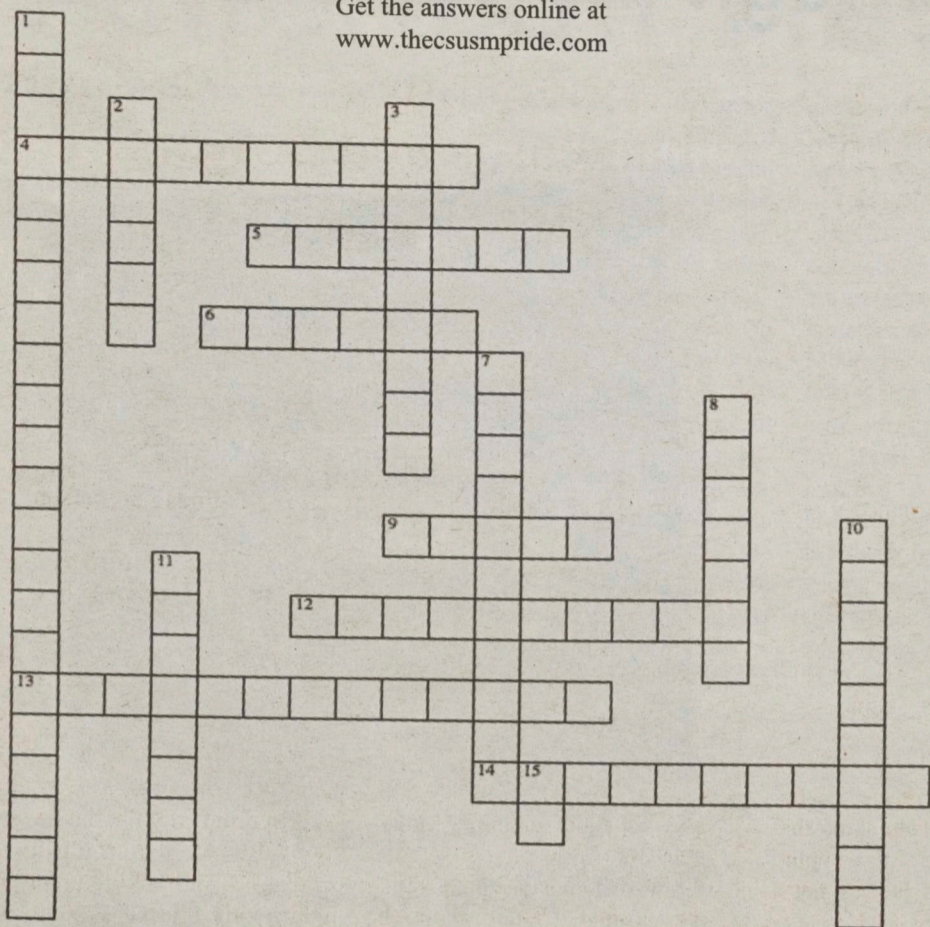


Are you my father?

BY ROBERT KNAUF

The Pride Crosswords

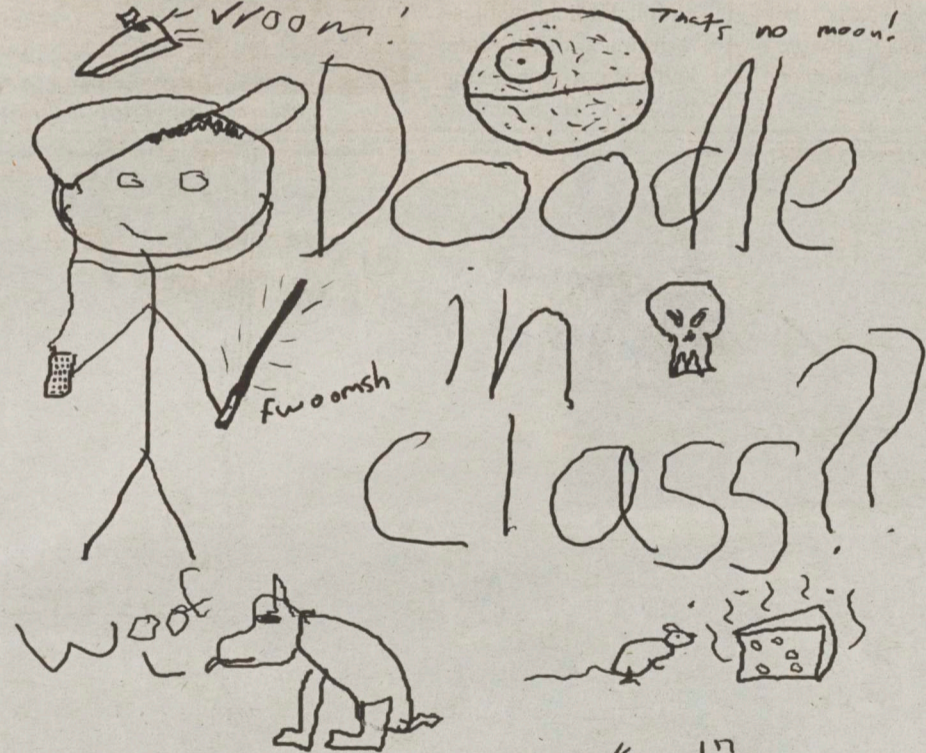
Get the answers online at
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- 4 In theaters this week: Confessions of a _____
 5 Something that smells very bad according to this week's Word(s)
 6 Last name of CSUSM's BSU President
 9 Exclusively _____
 12 Person without any money of their own according to 02/03/09 Word(s)
 13 This Nobel Peace Prize winner and anti-apartheid activist said "The greatest glory in living lies not in never failing, but in rising every time we fall."
 14 Subject of 'Hits of Sunshine' for this week's issue

DOWN

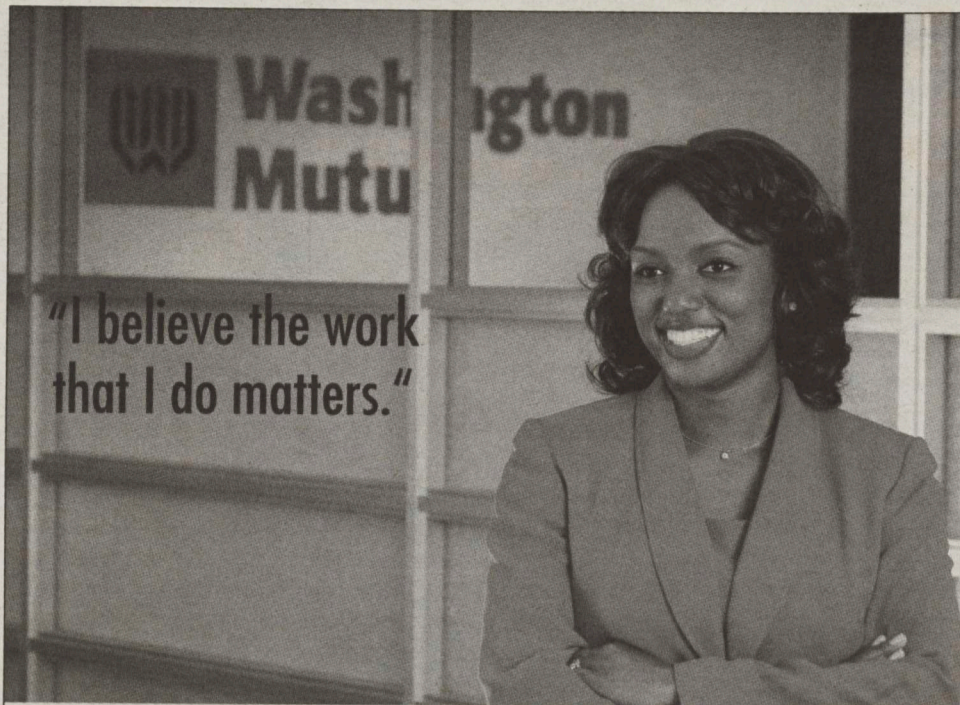
- 1 Last week's number one movie at the box office
 2 On February 14 but not Valentine's Day; National _____ Day
 3 Subject of 'Bill of Rights' for 02/03/09 issue
 7 In the _____ Chair
 8 English literary author whose work "Parliament of Fowls" mentions February as a month of romance, in that it is the special time that birds look for potential mating partners.
 10 Student organization that stands for "Justifying Artistic Movement, Collaboration of New Talent, Recognizing Our Love."
 11 The lowest card in a Full House according to 01/27/09 Word(s)
 15 Chinese astrological sign for the year 2009; see 01/27/09 Pride issue



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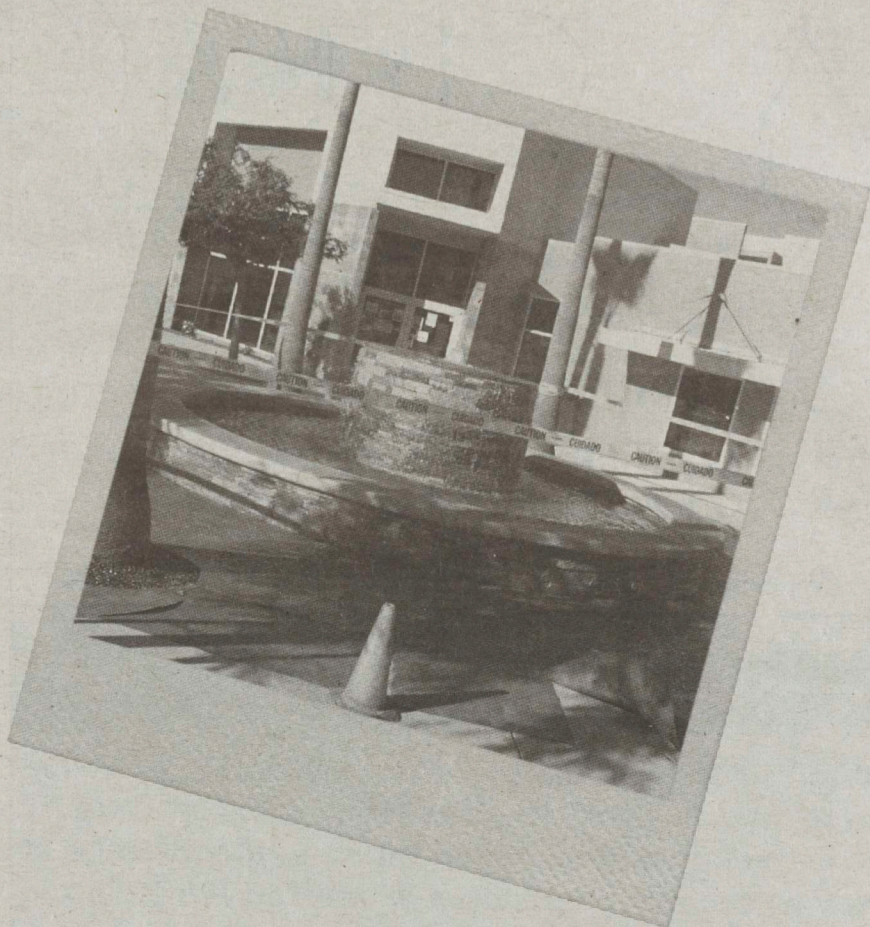
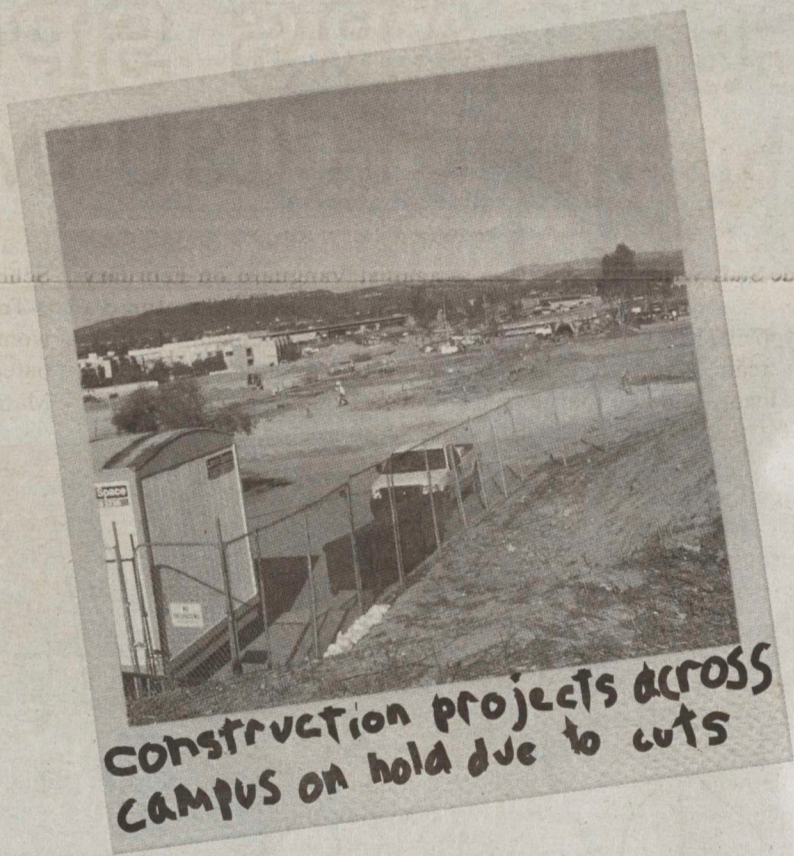
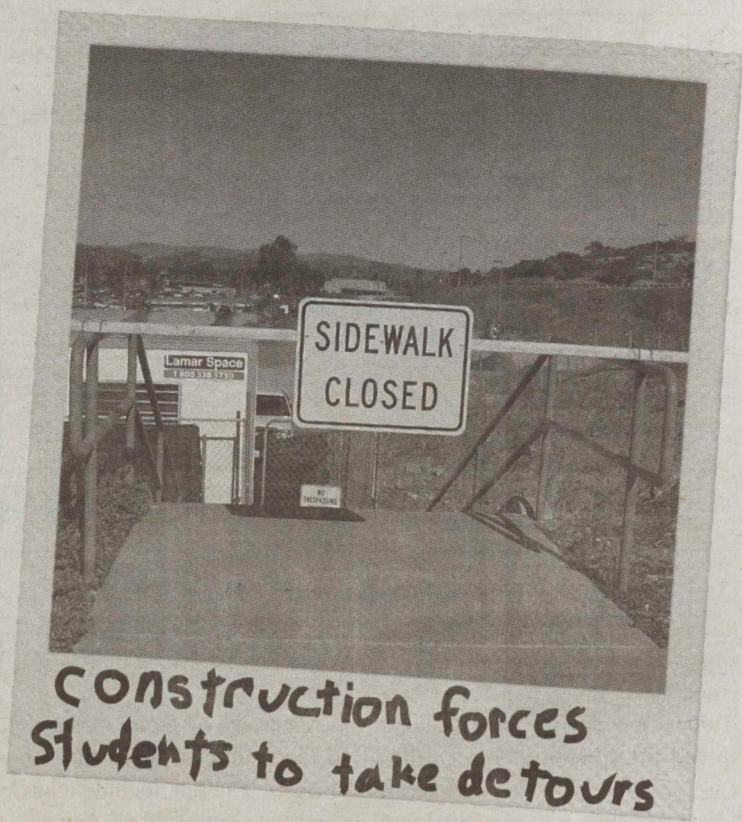
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Passes go on sale the 25th of the month, but purchase
yours early! The number of passes is limited.

Campus view: CSUSM through the camera lense



American Heart Month

BY CHRIS SHAW
Pride Staff Writer

February serves as a special month that honors black history and Valentine's Day. But while black history and Valentine's Day may receive the spotlight of public attention, February is also American Heart Month. As health remains a great concern for a large percentage of Americans, American Heart month acts as a more pivotal component of public health awareness. American Heart month provides every United States citizen the reminder that health knowledge will improve the overall quality of life and potentially save lives in the process.

Each year Congress requires the president to declare February as American Heart Month. Volunteers for the American Heart Association devote their time to spread information about cardiovascular diseases in American Heart Month. These volunteers help to raise funds for research

and provide extensive information about various heart conditions and heart diseases. The annual proclamation of American Heart Month has been performed since 1963. The American Heart Association communicates with the presidential "administration in order to draft and sign the annual proclamation."

According to the American Heart Association, cardiovascular diseases are the "nation's No. 1 killer." Coronary heart disease is the leading cause of death in the United States. Stroke is the third leading cause of death and serious disability in the United States as well. As heart disease remains the leading cause of death in the United States, American Heart Month serves as a significant part of health awareness in the United States.

A variety of factors contribute to the source of heart disease or stroke. Factors include obesity, smoking, unhealthy nutritional habits, lack of physical exercise,

and other factors such as hereditary conditions. While these factors can be treated on an individual level, US citizens can make a difference in health awareness by contacting the nation's policymakers and representatives. The proclamation of the American Heart Month shows the effectiveness of public interaction with our government. Supporters of American Heart Month raise funds that improve public healthcare programs. Legislators support public health by funding healthcare programs, medical research, increasing smoke-free workplaces, and advocating for physical education and better nutrition in schools.

The American Cancer Society and the American Heart Association experienced a recent success when president Barack Obama increased the federal cigarette tax to over \$1 per pack. This new tobacco law will become a measure that will

heavily decrease smoking rates. The American Heart Association supports tobacco control initiatives in order to promote healthy lifestyles. While this law will decrease the rate of smoking, the American Cancer Society and the American Heart Association continue to encourage public action.

The cure for heart disease remains in the hands of the public. Therefore the public must individually and collectively take measures to ensure healthy living. In the event of a heart attack or stroke, an individual should call 911 for an emergency response. A person should be cautionary if he or she

experiences chest discomfort, discomfort in other areas of the upper body, shortness of breath, or breaking out in cold sweat/nausea. The most common heart attack symptom is chest pain, but women are somewhat more likely than men to experience some of the other common symptoms. Heart attack or not, somebody who experiences any of these symptoms is encouraged to tell a doctor. For more information about the American Heart Association visit <http://www.american-heart.org>

American Heart Association



Learn and Live

COUGARS SPORTS NOTEBOOK

This week in CSUSM sports

BY BRIAN MANN
Pride Staff Writer

Golf: The CSUSM men's golf team placed fourth in a five team field at a tournament held at La Jolla Country Club on Jan. 26th. The other teams competing were SDSU, UCSD, USD, and Point Loma. D.J. Harries was the best individual performer for the Cougars, placing second individually. He shot 77-73 in the two round event for a total of 150(+6). The men's golf team will host a tournament today at San Luis Rey Downs Country Club. The women's golf team will also compete today at U.C. Riverside.

Baseball: The CSUSM baseball team lost their first game

of the season by a score of 7-6 against Vanguard on February 4th. The close game featured a lot of action including Cougar James Scott going 3-for-5 as well as Cougars pitcher Morgan Wynne giving up only one run in four innings pitched. CSUSM's won-loss record is 2-1. The Cougars next game is this Thursday in a rematch against Vanguard. The game will

be at 2 pm at Escondido High School.

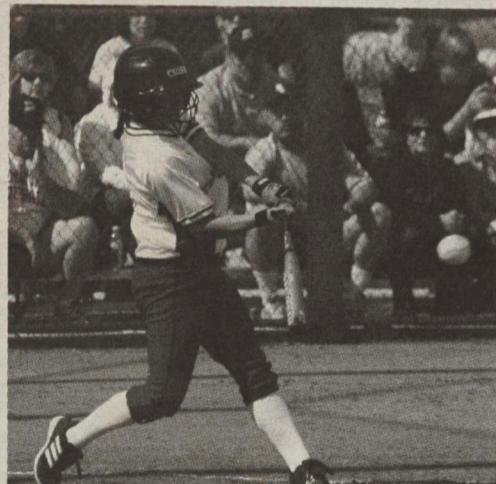
Track: CSUSM's men's and women's track teams participated in the Surf City Half Marathon in Huntington Beach

on February 1st. Cougar Leo Elorza finished sixth overall and CSUSM All-American Morgan Sjogren finished third among women and 26th overall. The women's team will

next be competing at the Azusa Pacific University Indoor Qualifier this Saturday.

Softball: The CSUSM softball team kicked off their season on February 5th with a double-header at Point Loma Nazarene. Point Loma won the first game 4-0 while the second game was tied 4-4 in the sixth inning when play was suspended due to rain. The Cougar softball team plays again today against Azusa Pacific in a double-header. The games will be played at Palomar College and are at 12pm and

2pm. The team will also compete in another double-header on Friday against Concordia. The games against Concordia will be at 1pm and 3pm at Mission Hills High School.



Photos by Kyle Trembley

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The green way to read the news

News Briefs

Focus

Viewpoint

Faces & Places

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Sports

It's easy being green

Make living with Mom better for both

BY GABI MARTINEZ
Pride Staff Writer

While living away from home can be rough on college students, single living can be tougher. Aside from obvious emotional effects, Mother Earth takes the hardest blow. Students typically remedy the change by unconsciously overstocking on everything. Luckily, there are a few simple adjustments students can make to ease the impact of consumerism on our planet.

Don't bulk up

For a large family, buying in bulk is the most economical choice. However, for a single-living college student, Costco shopping can be



extremely wasteful. Once the food spoils, there is no other option but to toss it out, along with the extensive packaging the food came with. Better yet, bring reusable grocery bags rather than using paper or plastic one-use bags.

In the "green" room

National Geographic's theGreenGuide.com has great suggestions on how to make rooms green. If redecorating is in order, WalMart has green options for dorm rooms and apartments. WalMart claims to be "Earth-friendly, Budget smart." Thegreen-guide.com says WalMart has some of the best values. Wal-Mart has everything from



Images courtesy of Walmart

a 3-piece organic bath towel set (\$14.88) to a Preserve set of 10 small (reusable) plates (\$6.96). The company even manufactures organic clothing.

Reduce, Reuse...

Recycling is key. According to Waste Management (WM), by recycling more than 232,000 tons of plastics, WM saves enough energy to power almost 116,000 houses for one year. Instead of buying packs of water bottles, try purchasing a reusable bottle. Wal-Mart also offers coffee tumblers made from recycled products, which are 100% recyclable (\$9.46), as well as plastic screw-

top containers for cold beverages.

Keep it fresh

Planetgreen.com is another web site filled with information to make life a little greener. Team Green members say to avoid buying prepared frozen foods and make them yourself. The green guide agrees.

"There is a way to save while still enjoying a great meal. Buying locally grown fruits and vegetables are cheap right now, not to mention healthy," said National Geographic writer Amy Topel.

Target, Farmer's Market, Lucky Brand, and Jimbo's Naturally offer more suggestions of how to live a greener life. Visit gogreeninitiative.org or treehugger.com for even more ideas.



Jam Control so you think you can dance?

BY KEVIN CHATHAM
Pride Staff Writer

Jam Control is a student organization at CSUSM that focuses on building a student community through the artistic expression of movement.

Jam Control aims to celebrate the love of dance, to collaborate and welcome others, and to bring out new dancers or dancers that just want to share their experience with others. Jam Control stands for "Justifying Artistic Movement, Collaboration of New Talent, Recognizing Our Love."

Dancers and instructors work collaboratively to ensure an environment that fosters exploration and innovation. "It does not just relate to dancing, but how it relates to collaborating with anyone and everyone that has a passion and the drive to build a sense of community and unity in our campus and society," said Jam Control's club president Randy Saldivar.

Jam Control had its first debut at CSUSM in 2000, because a group of students wanted to celebrate the art of

the hip-hop dance culture. "It is not just for the aspect of Hip Hop, but to recognize the love of all dance," said Saldivar. Jam Control features members ranging from beginners to advanced dancers. Saldivar has established a welcoming and inclusive community where even if students may not know how to dance, everybody shows respect and has fun with one another, while learning.

New comers and veteran club members experience the same amount of enthusiasm and respect. Jam Control has an inviting environment there is an instant feeling of community based on learning and engagement.

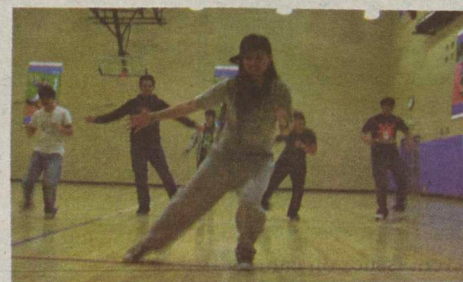
"My personal dance style is a mix between classical and modern ballet and jazz. It is only just recently that I started dancing hip-hop and I am loving every minute of it," said Ariel-Maria Viernes, a student member of Jam Control.

The dedication and determination of the members as well as the officers has made Jam Control one of the largest and fastest growing student organizations on

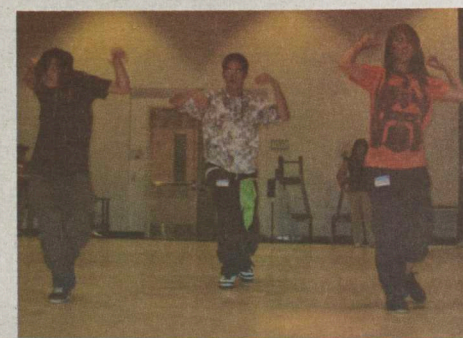
CSUSM. With a weekly attendance average of around forty-five members, Jam Control is here to stay.

Originally conceptualized to celebrate the art of hip-hop, Jam Control appreciates all dance styles. "Jam Control is focusing on becoming a World Dance Student Organization, meaning we have been, and will continue to be teaching a variety of dances," Saldivar continued. In the past, Jam Control has invited community members to teach different styles of dance. The peer-to-peer instruction style gives students and community members the opportunity to gain valuable leadership skills outside of the classroom. "My dance style is more focused on hip-hop, specifically breakdancing (or B-boying). I have been b-boying ever since I started going to CSUSM back in the fall of 2003. Yes, I am a super duper senior. Even though I practice hip-hop dance regularly, I still love to learn different styles of dance."

"My dance style is 'The Happy Dance'. It doesn't fit into any particular style, because it's so random and dorky. I rarely dance, but when I do, you know it's because I am extremely happy and comfortable. That usually happens when I achieve something, or I am in my room in the morning excited for the new day," said Krystal, the current Jam Control officer.



"With our increasing amount of members coming in each semester, I believe Jam Control will be able to provide a great deal to the campus, as well as that sense of community to everyone at CSUSM," said Saldivar. Jam Control has always been a student centered organization. Jam Control meets Thursday nights from 5:00pm-7:00pm, so if you have a passion for dance or community building, stop by and test your dance skills.



Photos courtesy of Jam Control

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Black History Month exclusive

Interview with BSU President

BY MATT LEWIS
Pride Staff Writer

As part of our Black History Month four-part feature, The Pride recently interviewed Black Student Union president, Adam Rajah Gainey. Keep a lookout for more Black History Month exclusives throughout this issue and in upcoming issues.

Matt Lewis: Tell us about yourself.

Adam Rajah Gainey: My name is Adam Rajah Gainey, I'm 26 years old, and I've been a student at CSUSM for 2 years.

ML: What is the Black Student Union?

ARG: Basically the BSU is mostly made up of African American students, and it was developed to be a social organization/club, so that people can socialize and find ways into other clubs, be active on campus, and participate in community services/social events. It's a little different since we (African-Americans) are such a big minority here on campus, so its purpose is to explore different areas and bring to light some different issues on campus.

ML: How many students are involved with BSU?

ARG: On our roster, we have about 60 members with 40 or so of them active, as in helping at the tables and social events on campus. It is hard since this is a commuter school to get everyone together at a set time, as well as keeping the meetings fun and relevant to events on campus.

ML: Does the BSU have a set meeting time/place?

ARG: Yes, every Thursday during the U-Hour (12-12:50 pm) in a new room now, which I believe is University Hall 443. We have our first [members] meeting coming up next week, and we usually have officers meetings once a week. The officer's board has seven different chairs, which include President, Vice President, Treasurer, Secretary, two publishers, and a photographer. We try to tie in the meetings to different social events happening on campus, for example events tied to Black History Month.

ML: Does the BSU have any plans for events during Black History Month?

ARG: We are co-sponsoring a few events, including the "February One" film next Tuesday, which explores the story of the four college freshmen students during the Civil Rights Movement who started the sit-ins. This helped revitalize the Civil Rights Movement because at the time, it was a big

social movement that had "stalled out" for several reasons.

Their commitment to the cause helped get a lot of college students, both black and white, to participate in sit-ins and ride-alongs all

around the country. So it is another unique perspective of history as opposed to the traditionally celebrated characters of Black History month like Martin Luther King Jr., Rosa Parks, etc.

We try to put out unique stories that would be a good learning experience for both us and other people on campus.

We are also co-sponsoring a hip-hop concert-previewing event, hosted by the Breaks (which are a local group) who have performed on campus before.

ML: Any more information on the Black History films being shown on campus?

ARG: One other film, which we are not sponsoring but are helping to advertise for, is "Brother Outsider: The Life of Bayard Rustin." He was a prominent civil rights activist who was unique because he was one of Dr. Martin Luther King Jr.'s aides and helped coordinate a lot of logistics and planning for events like the march on Washington. The media did not give him adequate praise at the time because he was openly gay, which is pretty relevant now especially with the debates on the right to marriage going on. So it gives you a different perspective on the Civil Rights Movement, where someone can be responsible for great things and be overlooked until modern times.

ML: Does the BSU collaborate with any other groups?

ARG: No, not yet, but we are hoping to get involved with groups like the NAACP

group in Oceanside, and also the local Boys and Girls Club. It would be ideal to set up a program where some of our members could go and volunteer there, because with the budget cuts they have a lot less money for staff. Hopefully, we can try and get a small group to help out with that this semester.

ML: With the election of President Obama, what would you like to see happen for the future of the black community on campus and in San Diego County?

ARG: I think that it is a historic time, and like Barack Obama said, we really need to start trying different things and not being afraid to collaborate with other people. For example, in his administration, his best work has always been around a diverse group of people. I think for myself and others included, it's not very often that you see a lot of successful couples. So the fact that he is married and has kids, that family unit, hasn't really been a strong suit in our community because of

social issues and stuff. It is really good to see that, a strong father, a wife, and what you can accomplish with hard work. So hopefully it will get some young guys and girls into doing different things, bettering themselves and most of all, trying to make a difference.

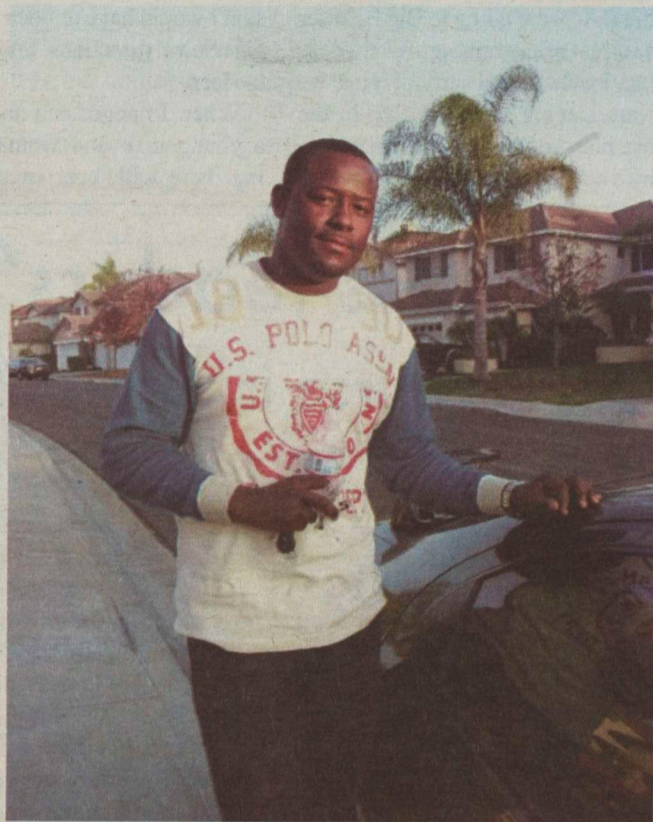


Photo courtesy of Adam Rajah Gainey

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A Day in the Life of An R.A.

A night I will never forget

BY BILL RHEIN
Senior Staff Writer

As an RA, I am required to run to any situation that may be unfolding. Yet, one of the most unique instances I have ever had came to me.

One weekend in August, Stone Brewery held an anniversary party on campus. That same weekend, the RAs were going to Big Bear for a retreat after training. After packing, I went to bed early because we were leaving around 6AM. In the late hours of the night, I was woken by a couple knocking on my door.

In my mind, I figured somebody was either lost or needed help. So, I wanted to get to the door as quick as I could. I grabbed my glasses, but it was dark and I still could not see anything in my room.

Since it was hot and I was only sleeping in shorts, I pulled the comforter off my bed and wrapped it around myself rather than trying to find a shirt. I was under the impression I would have to open the door, give some directions, and go back to sleep.

When I opened the door, I saw a young man and woman standing there with beer cans in their

hands. I could hardly see, but they looked over 21. The man spoke to me and asked what I was doing. I was stunned. Apparently, he could not figure out that I was sleeping as evidenced by the look on his face.

He asked me why I was not partying on a Friday night. He rambled on until I gathered my words and told him soliciting was not allowed. After all, he was being a disturbance and he had to leave. He gave a confused look, and realized I was an RA.

He said he was a graduate of CSUSM and was in town for the Stone Brewery event and came to

the UVA to party on a Friday night. I then told him he had to leave and that I was going to escort him out.

He began to walk away, but when he realized I was following him, he turned and got in my face. I stood there wrapped in my comforter as he shouted insults three inches from my face. The smell of cheap beer on his breath was overwhelming.

As I reminded him of UVA policy that he needed to leave, he threatened to hit me. I was scared, but I almost laughed when he pointed to a pair of moles near my right eye and said he would give

me another mark like that. I sarcastically told him that would be impossible.

The female friend of his finally got him to back down, and they left. When I got back to my room, I called my supervisor and let her know what happened. She told me to call UPD and let them know to keep and eye out for him. A while later, I got a call saying he was picked up for public intoxication.

Ask any RA. They will tell you a story just like this one. Now I am an expert at removing crazy and creepy people to keep my residents safe.

Business leaders' experiences brought to CSUSM

CoBA course incorporates executive-level guests

BY DIANA VALDIVIA
Pride Staff Writer

The College of Business Administration currently offers a course inspired by Bravo's television series, "Inside the Actor's Studio." "In the Executive's Chair" is a course where professors Rajnandini "Raj" Pillai and David Bennett host senior executives who give students advice from their own real life business experiences. "In the Executive's Chair" is part of The Center for Leader-

ship Innovation and Mentorship Building (CLIMB).

Guest speakers come to share their knowledge, words of advice, and strategies, which provide students with a better understanding of the real business world. Guests also share their expertise on how they became business leaders. Among other concepts, business leaders pass on the value of the challenges and sacrifices that the business world includes. One unique detail about this class is that students

are able to ask questions to the guest speakers.

"In the Executive's Chair" is not only for students enrolled in MGMT 432. The discussions are open to other students and the business community. The series runs through April. Located in Markstein Hall 125, the class meetings are from 11:20 a.m. to 12:50 p.m. on Wednesdays.

"It gives students a chance to listen to their careers," Bennett said.

"Listening, in person, to the executive, being able to spend

time with them one on one after the class, ask them questions, shake their hand and do some networking if they desired," Bennett explained as the "touch and feel" concept students can benefit from.

Tyler Stoll, a student enrolled in Executive's Chair, explained that it is not like any other class he has had.

"They all give specific examples and one thing that they want you to leave with. It is not all about bookwork," said Stoll. "It is about real experiences."

"You get to learn from CEOs firsthand from what has made them successful and failures that you can learn from," another student, Jonathan Curry, added. "Instead of learning from books, you are able to learn from people in different industries from real life instances."

Chief Executive & Senior VP from Scripps Green Hospital, Robin Brown, will be the next guest speaker on Feb. 11. For this semester's speaker schedule, please visit <http://www.csusm.edu/coba/programs/itec.html>.

UniversityVoice

Photos by Diana Valdivia /Pride Staff Writer

What are your plans for Valentine's Day?



"I am boycotting it. It's recruitment week so I am spending it with my sorority sisters."

Brooke Villalpando
2010



"Probably working because I don't have a choice and studying."

Rasheed Hassan
2011



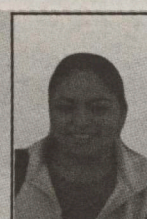
"Me and my boyfriend are getting facials."

Sheena Medina
2010



"I am taking my girlfriend to a nice restaurant in Downtown San Diego."

Taylor Lashare
2012



"I am going to be working for half of the day and then I am going to a concert."

Yera Montiel
2011

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In theaters this week

BY BILL RHEIN
Senior Staff Writer

This weekend packs a punch with its action and romance releases. This week's crop features several big name actors and directors in films that may be quite entertaining.

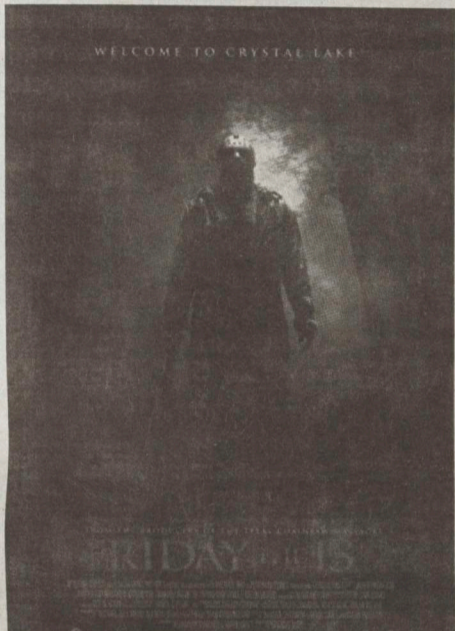


Image courtesy of Paramount Pictures

First, German director Tom Tykwer brings "The International." Tykwer, the director of the modern foreign classic "Run Lola Run," now features an American cast in a story about a corrupt international bank. Clive Owen and Naomi Watts star in the leading roles.

Though the story of one man bringing down a corrupt organization has been done to death through James Bond, Jason Bourne, and Jack Bauer, this could be an entertaining action film. It all depends on how well the twists and turns are laid out. Tykwer is a good storyteller as evidenced by his German work, and his recent English film, "Perfume."

For those who have already seen "He's Just Not That Into You," and need a rom-com

for St. Valentine's Day, look no further than "Confessions of a Shopaholic." Isla Fischer stars in this tale of an obsessive and excessive shopper trying to land a job at a fashion magazine and balance her life. Though consumerism is dead during this economic crisis, many young ladies will find this an entertaining film.

"Two Lovers" is an alternate romance film for those looking for a more serious film. This drama stars Joaquin Phoenix as a heartbroken man looking to rebuild himself. In the process, he falls for two women at the same time. He must choose between the two women and faces the consequences in this drama. The end of this film is obvious from the trailer. The protagonist will have fun with both women, but viewers will know the conclusion before he does. With modern romances



IN THEATERS FEBRUARY 13, 2009

Image courtesy of Disney Entertainment

such as "Two Lovers," the film is about the journey rather than the end. Yet, the journey is less exciting when one knows where it is going.

An alternate route to getting close to someone this St. Valentine's Day is to hold him or her tight while

before Jason and his hockey mask got an update – it's convenient. This Friday happens to be the 13th as well. I have simple expectations about this film. Several people will go to Camp Crystal Lake and die. If this slasher film can emphasize tension over violence, it may be

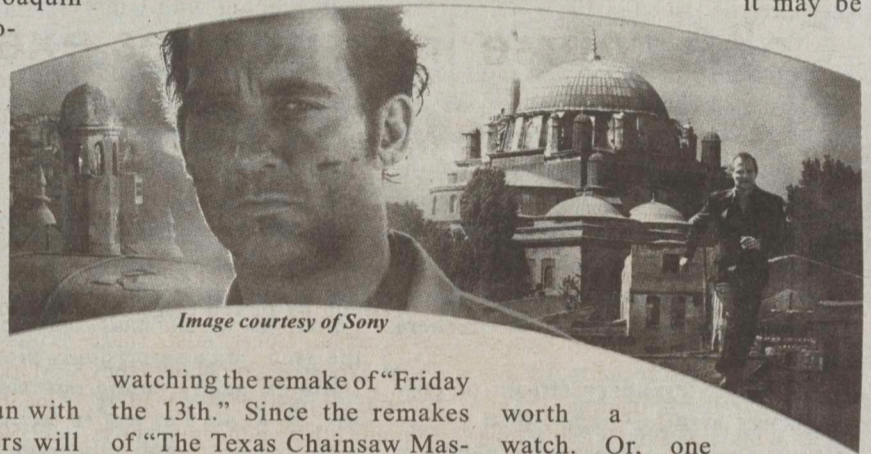


Image courtesy of Sony

watching the remake of "Friday the 13th." Since the remakes of "The Texas Chainsaw Massacre" and "Halloween," it was only a matter of time

worth a watch. Or, one could get the immortally creepy original.

Attention all students!

The Pride is looking for student submissions for a literary magazine due out later this semester. Submit your work of poetry, prose, essay, fiction, non-fiction, artwork, or photography to csusmpride@gmail.com with the subject headline titled: Pride literary magazine. Submissions must be under 5,000 words; minimum of 2 submissions per person. Keep an eye out in The Pride for more details.

Questions? Contact us at 760-7506099 or csusmpride@gmail.com



Hits of Sunshine Sonic Youth

BY AMY SALISBURY
Faces & Places Editor

My intention is to write a column exploring what I believe to be musicians' essential works that any devoted music lover can, well, love. With any luck, that may very well be how this thing ends up.

After 15 studio albums, 28 active years, and the redefinition of the rock guitar sound, one might assume Sonic Youth have a fair amount of street cred. They should, since all four members are old enough to be our parents. Thurston Moore, lead vocalist and husband of bassist Kim Gordon, formed Sonic Youth in 1981 with Lee Ranaldo, lead guitarist. Drummer Steve Shelley completed the cast when he joined in 1985.

Although I wouldn't necessarily deem Hits of Sunshine (for Allen Ginsberg), off 1998's A Thousand Leaves, as the pivotal Sonic Youth experience, a certain power rests in the epic, 11-minute jam sweetly sandwiched between Moore's subdued vocal performance. Stripped from any harmony or modern effects, abstract, breathy words convey a world so purely in the style Ginsberg explored.

Ginsberg's legendary stream of consciousness writings reclassified poetry during the Beat Generation's height of creativity in the 1950s. Just as Moore and Ranaldo embrace non-conformity

in their compositions, so the Beats expanded upon classic poetic styles.

What makes this song so special is the lyrics' ability to stand on their own without the support of any music, regardless of its innovation. Believe me, with imagery like, "the lights will blind up with blues in haiku/the shadow has a dream where painters look to sea," these twisted verses could easily stand up to any coffeehouse recitation this side of San Francisco.

The rounded, cool lines end far too early as the listener encounters the haunting noises Sonic Youth are so keen on including in their work. The tempo seems mellow as the band's extraordinary grasp of organic sound fills the already clouded atmosphere.

In keeping with Ginsberg's groove, Ranaldo's lead guitar reflects the chaotic, nearly melody-free body of the song. No discernable pattern exists, making duplication of any measure virtually impossible. Who would want to try, anyway?

Suddenly, Moore's ethereal tenor returns like it never left. Echoing rhymes past, the steady drone of guitar, drums, and bass combined with the even lyrics surprisingly produce a lull until gently fading out. Never in my life would I expect to feel calmed after a Sonic Youth encounter, but to this weary listener, the respite is welcome.

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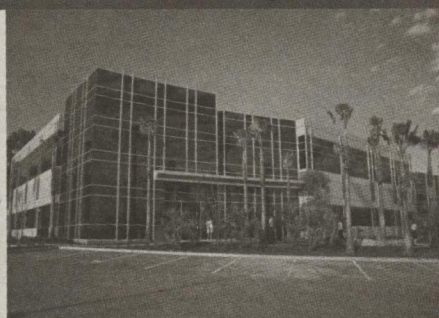
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Out on DVD

BY BLAINE MOGIL
Pride Staff Writer

This week in DVD's there is no smooth sailing. Only by going into the vault could someone find a great movie. Two documentaries fell short of their potential and the Hollywood movie factory feature sunk faster than the Titanic, with the incredible waste of time and money on "Pineapple Express." I still can't decide who was more foolish, me for wasting two hours and four bucks or the studio wasting their millions and the celluloid for the film.

"F*ck: A Documentary"

Sometimes, everything seems to fall into place. In the morning, the story broke about Christian Bale unleashing an F-bomb fury on a set worker while filming the new Terminator movie. One might offhandedly dismiss the premise of this film, thinking it a way to quickly make superfluous amounts of money through the gratuitous use of the word 'f*ck'. This film is, however, a middleweight attempt to create a public intercourse about the most fundamental of our freedoms, the freedom of speech. If your sensibilities are easily disturbed, this film will shock you with more than 800 uses of the word f*ck. If you are desensitized, then the film will not likely shocked you.

This movie could have carried out a very serious discussion about the wider implications of censorship in our country, but it does not. It could have pushed for an open debate on the subject, but it instead makes light of any potential debate and provides fluffy opinions from people on both sides of the issue. The two sides are; you're for free speech, or you're for decency. This is an overly simplistic view of the issue. This pillow-y treatment of the issue leaves no feathers ruffled, and there is insufficient passion for the defense of our freedom of speech, a founding core value of our democracy. In spite of the fact this film is less than hard hitting, and avoids fanning the flames of discussion, it does present an issue that we should all be concerned about, regardless of our views. Liberal, Conservative, or Moderate in your politics, you should see this film with friends and make sure you never stop the discussion about the importance of our freedom of speech, for f*ck sake.

Soft-hearted 'What to See' ***

"Pineapple Express"

For the first time in my life, after seeing this movie, I logged onto the web to see what other reviewers thought about this film. I thought that maybe I missed something. I didn't. The only scene possessing even a

small chuckle, for a sober viewer, was featuring Bill Hader from SNL as Private Miller. This opening scene lasts for only a couple of minutes. This film so desperately tries to be a buddy action flick, wrapped in an E-Z Wider. The wrapper is clearly evident throughout the whole hazy picture. The script was apparently written under the influence. The acting is pedestrian, and there was simply nothing in the film that provides any return on the investment of time wasted watching this bummer. Had I seen it at the theatre, I wouldn't have only demanded my money back, but I would have demanded the two hours of my life back as well. It may well be that in the proper "frame of mind," there may be some enjoyment to be found here, but there are simply too many good films out there to enjoy, to waste yourself on this one.

Chronic 'What to Miss' *

"14 Women"

The documentary chronicles the lives of 14 women who serve as United States Senate. This film greatly undershoots the mark in offering insight into the lives of these dedicated public servants. In attempting to show that these energetic, caring and driven women not only see to the needs of the millions of constituents they represent, but that they also have daily family responsibilities just like you and me. In this regard, the viewer will no doubt come away with a greater respect for the work these women do. The manner in which this film displays these everyday champions of 'we the people' lacks any sense of cohesiveness and contains no narrative. It is very disjointed, as it jumps from one Senator to the next, using candid clips and interviews interchangeably, and does so without any apparent rhyme or reason. I so wanted to recommend this film when I selected it for this weeks review, but unfortunately the weakness of the film, incredibly, outweighs the strengths of 14 great women Senators combined.

'What to Miss' Barely **

"A Day at the Races"

This is a great film from the Vault. If you have never seen the greatness that is the Marx brothers, then this movie will provide the best introduction to their comic genius. While 70 years may have left a patina on this film, even now you can see the bold and brazen innuendo that Groucho Marx created decades ahead of his time. This movie immensely helped the mood of our country while it was emerging from the first Great Depression. Perhaps now, as much as ever, we can all use a good laugh.

Classic 'What to See' Gem ****

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A refreshing gentle boost Diet Lemon Iced Tea

BY JONATHAN THOMPSON
Senior Staff Writer

Snapple Beverage Corporation distributes Diet Lemon Iced Tea from their headquarters in Rye Brook, New York. Leonard Marsh, Hyman Golden, and Arnold Greenburg grew up together as friends. Originally, the trio sold pure fruit drinks to health conscious stores.

The Snapple name came from one of their original fruit flavored drinks. The apple flavored drink tasted snappy, giving birth to the company's world famous name.

Snapple Lemon Tea debuted as the first product in 1987. Currently, the company sells nearly 70 flavors of tea to over 81 countries.

A 20 fluid ounce plastic bottle of Snapple Diet Lemon Iced Tea retails between \$2-3. Although the glass tea bottle offers the popular random fact under the bottle cap such as a gold fish's attention span is three seconds, the plastic version can be taken anywhere a tea connoisseur desires.

The diet version has zero calories making the drink a perfect choice for many still working on their New Year's resolution to consume healthier products. The tea is also made from natural lemon flavors, amongst other natural flavors.

After a slight shaking the tea pours thin releasing a hint of fresh lemon. A murky reddish brown illuminates the tea glass filled to the brim with ice cubes. The fluid easily passes through the lips and into the mouth. A refreshing charge of lemony zest energizes all aspects of the mouth. The diet tea does not taste as bold as the regular tea but the trade off for zero calories balances the discrepancy. Add a slice of lemon to the brim for extra zing. The tea pairs well with light lunches such as tuna sandwiches and chef salads.

The small doses of caffeine make any Snapple product a great treat for any Cougar during a day of rigorous classes. Next time, buy two Snapple teas and enjoy the refreshing beverage at a bench or under a tree with a fellow classmate. Cheers!



Cougar Bazaar Bargain buys for broke students

BY KEVIN CHATHAM
Pride Staff Writer

Ever since my first semester here at CSUSM, I have enjoyed the semester tradition of browsing during Cougar Bazaar. Imre Papp shows up each semester to display his wares for the CSUSM community. Although Papp frequents street fairs and shows, he states that he enjoys CSUSM for its "light atmosphere" and "friendly students." Papp takes pride in the quality of his garments. He just wants to sell "good clothes to good students."

"I just love the prices," said CSUSM community member, Chelsea Taylor.

While browsing the tees, Taylor described her style as eclectic, "a mix between I don't give a fuck, and I am beautiful

enough to wear anything." Taylor's shopping companion Alix Fidel also loves shopping.

A frequent Cougar Bazaar shopper, Fidel added "the guy who works here is really nice."

Fidel describes her style as "classic, clean and tailored."

Two women, two different style philosophies: same love of bargain buys.

The clothes on display appeal to the average college student. There is a great variety of shirts and an awesome array of sassy scarves.

The style is reminiscent of brands such as Pacsun and Sun Diego. The clothes match the classic California beach aesthetic. In other words, the clothes are laidback.

In general, the vibe is youthful, vivacious and carefree. The garments are very rea-

sonably priced ranging from \$8.00-\$35.00, although the vast majority are priced under \$20.00.

I still recall my purchase last semester, a gray jersey cardigan that I was planning to buy from Urbanoutfitters for a mere \$12.00. Originally, the same jersey cardigan was available online for \$30.00. I got it for less than half the price. Needless to say, I was ecstatic and decided it was in my best interest to buy another cardigan the next day.

Overall, I purchased two cardigans for a price less than the original. I left satisfied and my wallet was equally grateful.

If you have the patience and time I would recommend browsing through Papp's clothes, you never know what you'll find.

Five movies to watch on Valentine's Day Women and men will enjoy any of these movies

BY DIANA VALDIVIA
Pride Staff Writer

Sometimes it's hard to find one movie that you and your significant other would both like to watch. Here are 5 movie picks that couples can watch together on Valentine's Day.

1. P.S. I Love You

I might be a bit biased on this pick since it is one of my favorite movies of all the time but I can ensure that it is definitely worth watching if you have not already done so. You

will laugh and cry, and laugh some more with this great movie.

2. Knocked Up!

Not as much of a guy movie as "Superbad" yet not as much of a girl movie as "27 Dresses." "Knocked Up!" is a hilarious comedy that will have you laughing for quite some time.

3. Kung Fu Panda

"Kung Fu Panda" is a quirky animated comedy about the unexpected hero that will make you cheer for him throughout the movie. You are never too old to watch this movie.

4. I Am Legend

Will Smith hardly disappoints his audience and "I am Legend" is not an exception. "I Am Legend" has the scary and suspense elements that both of you will love.

5. Dark Knight

If you have not seen "The Dark Knight" yet you are definitely missing out. It might be long movie to sit through but it will not disappoint you. The suspense will keep you at the edge of your seat and did I mention there is a love story within the main plot?

Word(s)

40-Watt

Not very bright; stupid.

"What were you thinking walking out of the house without an umbrella 40-watt, its pouring out here?"

Chris Brown

To dance; groove.

"Yeah. I'm gonna go get my Chris Brown on tonight."

Yonks

A long time.

"I totally forgot about this movie. I haven't seen it in yonks!"

Budissy

Something that smells very bad

"How can you talk to him, his break is budissy."

Do's and don'ts for single woman for this Valentine's Day

BY DIANA VALDIVIA
Pride Staff Writer

Personally, Valentine's Day is not my favorite holiday. Even if I had a boyfriend during this lovely holiday, I still would have my unpopular thoughts about it. Valentine's Day is not just for couples. Valentine's Day is also about friendships and if you are lucky to have friends who help you through difficult times in life then those types of friendships should definitely be celebrated on such a day. Unfortunately, for single guys, I cannot give out words of advice on what they should do on Valentine's Day but I do have a pretty good idea



Photo courtesy of outdoors.webshots.com

on what women could do. Here are 5 things you and your single girlfriends can do on Valentine's Day.

DO:

1. Make it official

Make Valentine's Day official so you and your best friends know that you will be spending it together.

2. Plan ahead considering money and time

With the current state of the economy, it may be hard to celebrate this holiday without being able to splurge. One way to avoid this is to plan ahead. One cheap activity you can plan with your friends is a beach day. Oceanside Beach's weather is fairly nice

during this season. Make sure to check the weather the night before or so. Walking on the pier is always a good time to talk to your friends while you enjoy the view of the ocean. There are

varieties of shops where you can get food from and do a little bit of shopping. Keep in mind that the Sprinter goes all the way down to Oceanside Beach as well.

3. Celebrate your single status



Remember the benefits of being single instead of concentrating on the negatives of being single.

4. Take tons of pictures

Memories like these should be treasured and documented. You can always go back and remember the good times you spent with your friends on this day.

5. Movie night

You can end Valentine's Day with a movie night. Good movies to watch with your girlfriends include "Sex and The City," "Hitch," "My Best Friend's Wed-

ding," "John Tucker Must Die," and "How to Lose a Guy in 10 Days."

Now here are four things you should avoid on Valentine's Day

DON'T:

1. Don't mope around remembering past relationships

As cliché as it sounds, the past is in the past. Remembering what could have, should have, or would have happened does not benefit anyone, and on Valentine's Day, it might make things worse.

2. Don't neglect your friends who are in a relationship

Some of your friends who are not single might want to spend this Valentine's Day with their significant other. Understand that it is okay for some of your friends to want to spend it with their boy-friends.

3. Avoid "too much tragic" movies

You want movies that will make you laugh and maybe cry but not in such an excessive

way that you end up finishing the whole box of tissues. Honestly, you might want to stay away from movies like "The Notebook" and "Titanic."

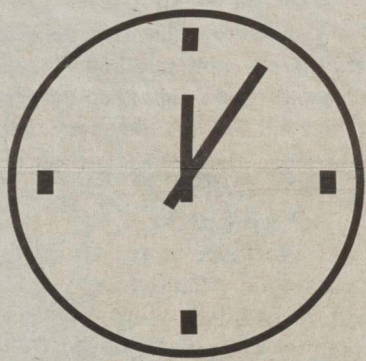
4. Don't forget it is not just one Valentine's Day

Sometimes we live life forgetting to appreciate our friends. Don't forget that it is not just one day of the year when you should celebrate your friendships.

Like I mentioned before I do not have any good ideas on what single guys should do on Valentine's Day but whatever your relationship status, sex, or sexual preference is you should take this day to appreciate important people in your life.



Photo courtesy of HBO



Vital Information

	IN	5 MIN. AGO	OUT
Flowers	Lilies	Roses (think outside the box)	Carnations
Romantic Comedies	He's Just Not That Into You (the truth comes out)	Bride Wars	Knocked Up
Tear Jerkers	Curious Case of Benjamin Button and Marley & Me (this one even makes guys cry)	The Notebook	A Walk To Remember (Nicholas Sparks does it again and again)
Displays of Affection	Biting (thanks to a certain vampire)	Spooning	Hickies
Love Songs	"My Life Would Suck Without You" Kelly Clarkson	"Love Bug" The Jonas Bug (Have you caught it?)	"Love Story" Taylor Swift (we all have 'em but they don't replay over and over and over again... or maybe they do?)
Gifts	Tiffany's (the one in that pretty blue box)	Victoria's Secret (secret's already out)	Sending yourself flowers and chocolate (ouch)
Date Location	Romantic night at home, candlelit dinner style (PDA is so out)	Dinner at an expensive restaurant	Movie Theaters

Tuesday Morning

BY EBONI HARVEY
Pride Staff Writer

Its twenty-till
Im shaking with massive
chills...
Barack Obama.
Our leader, the chosen one

a poltical shepherd to
some
Barack Obama.
I never knew this day would
come
I believed Pac
but the progressiveness of such
a people
wont ever stop
Barack Obama.
The world is watching
the poise of a Black man
to place a marker on this
moment
and devise a plan.
Barack Obama.
So many teeth shown,
many tears fall,
for this new beginning,
the continuity of change for all.
Barack Obama.

He is the dream,
he is reality
in the flesh
our personal advocate of liberty.
Barack Obama.
I can pledge

allegiance again,
social justice is here,
freedom ringing
across this nation in the peoples
ear.
Barack Obama.
"SO HELP ME GOD"
I swear this moment is
undefined,

indescribable,
I never in my wildest dreams
thought something soon, so
probable.
Barack Obama.
The new face of Atlas,
the new Dreamer,
six minutes past the hour,
I am his believer,
Barack Obama

Lying

BY JOSEPH IRAGGI

Stealing is lying
Cheating is lying
What you do is not what you
speak is lying
One man down on the street
is lying
Revealing someone's secret
complete is lying
Getting into something for
the wrong cause is lying
Taking the money without
the self-inflicted flaws is
lying
Every time the sign says free

is lying
My mind is looking out at the
world and is lying
What could be the cause of
visions that suspend what is
lying
The beginning of the end is
lying
Work until the whole comes
together to share what is
lying
There waiting for the end of
the lying and the truth stands
there spying.